

VISITOR '87

A TRAVEL SURVEY OF VISITORS
TO BRITISH COLUMBIA

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

BC 

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The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein, do not necessarily reflect the opinions of those who assisted during the course of this investigation or the federal and provincial governments which funded the study.



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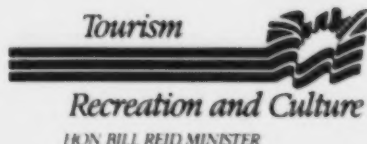
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Expansion

Expansion industrielle
régionale



British Columbia
Ministry of Economic Development



HON. BILL REID, MINISTER

VISITORS '87

**A Travel Survey of
Visitors to British Columbia**

**Presented to: Research Services Branch
B.C. Ministry of Tourism,
Recreation and Culture**

Presented on: March 7, 1988

**Presented by: Marktrend Marketing Research,
Inc.
B.C. Research
Economic Planning Group**

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2. Weighting Factors
3. Questionnaires



EXECUTIVE SUMMARY

1. The Importance of Tourism

Tourism, which is defined to include travel for pleasure, business or personal reasons, is of great importance to the provincial economy. Travel related expenditures by visitors to B.C. during the four month period between July and October 1987 are estimated to have been \$1 billion.

In these four months, non-residents made 1.4 million party-trips to B.C., representing 7.7 million party-nights (and 20 million person-nights.)

Visitors to B.C. account for about 55% of provincial tourist activity, and B.C. residents for 45%. This survey covers the 4 month July-October 1987 period, during which 52% of annual tourist activity takes place. Thus, this survey directly measured about 28% of total provincial tourism activity.

2. The Visitors '87 Survey

Visitors '87 is the first province wide survey since 1979. About 14,000 tourist parties (1% of the total visitor traffic during the survey period) were intercepted as they entered the province. Almost 11,000 agreed to complete a diary during their stay or a post-vacation interview.

The diary component of the survey achieved a response rate of 40%, yielding a substantial sample of 3225 parties and 18,000 party-days of visitor activities and expenditures. In addition to the diaries, data were collected from 1005 North American and international visitors about their trip and their impressions of B.C..

The large sample makes it possible to isolate and develop profiles on specific categories of visitors. The data have already been processed to identify 30 tourist populations and allow comparisons among them, as well as the provincial sample as a whole. This report provides results for parties of tourists in each of the 9 provincial tourism regions, from each of 9 categories of visitor origins and during the peak tourist season and the shoulder season. It also identifies tourists on 6 different types of trips and using 4 modes of transport to enter B.C..

3. Selected Results

Visitor Origin

- 19% of visitor parties came from Alberta and 15% from other Canadian provinces; 14% came from Washington State, 13% from California and 30% from states of the U.S.A. other than Washington and California; 10% of the visitor parties came from overseas.

Trip purpose

- When all main purposes were considered, the most common purposes were touring trips (55%), visiting friends or relatives (38%) and outdoors trips (20%).

Length of Stay and Regions Visited

- The time spent in B.C. was an average 5.7 nights, and parties visited an average of 1.7 regions during their stay.
- The average number of nights spent by parties in B.C.'s tourist regions varied from 2.2 (in High Country) to 3.9 (in Southwest B.C.). More party-nights were spent in Southwest B.C. (40% of all party-nights) and Vancouver Island (22%) than in other tourist regions.
- On average, offshore visitor parties spent longer in B.C. (9.8 nights) than parties from Canada (6.5) or the U.S. (4.4).
- Tourist parties spent an average of 5.1 nights away from home before entering B.C. and they expected to spend an average of 15.8 nights on their trip.

Party Size and Composition

- The average size of visitor parties was 2.6 persons. 12% of total parties consisted of a single adult, 54% were two adults and 16% were parties of 3 or more adults. Only 18% included children.
- Of all the tourists, 37% were 55 or older; 45% were between 25 and 54; and 18% were under 25 years.

Accommodation

- 16% of all party-nights were spent in hotels, 24% in motels, 24% in campgrounds and trailer parks, and 26% with friends or relatives.

Mode of Travel

- More than half of all parties travelled to B.C. by auto, 14% in their motorhomes or campers, and 30% by plane. While in B.C., 70% travelled by auto, 14% in motorhomes or campers, and just 3% by plane.

Expenditures

- Visitors spent an average of \$50 per person per day, or an average of \$131 per party. Accommodation, restaurant meals and refreshments account for almost half the daily party costs.
- Almost half of the visitor spending (47%) was in Southwest B.C. and 26% was on Vancouver Island.
- Overall, 12% of the parties indicated a portion of their trip was being paid for through business.

Activities

- Of all party-days, 49% involved sightseeing, 37% shopping, 27% outdoor activities and 23% "just passing through."
- Of all the party-days, 24% involved visits to the beach or lakeshore and 24% involved visits with friends and relatives. 24% of the party-days were spent visiting gardens or parks and 14% at historic sites.
- Attendance at sporting events, festivals or special events, cultural performances or other events was low, with fewer than 3% of the days involved attendance at any one of these events.

Tour Packages

- 8% of visitor parties travelled to B.C. with an organized tour or vacation package.

B.C. as a Main Destination, Previous Visits to B.C.

- British Columbia was the destination for 63% of visitor parties.
- Parties which had previously visited B.C. had made an average of 3.7 trips to this province in the last three years.
- Expo '86, visited by 32% of parties. It was more likely to have been attended by parties from Washington (48%) and Alberta (45%).

Advertising for B.C.

- 63% of the parties indicated they had seen an advertisement for travel to B.C. prior to their trip.
- 22% of all visitor parties claimed to have requested and received travel information from Tourism B.C. before they left for their trip.
- 47% of the parties which requested and received information from Tourism B.C. made their requests before they had made their final decision to visit B.C..

A. INTRODUCTION

Visitors '87 was a survey of out-of-province visitors to British Columbia during the July-October 1987 travel season. It was undertaken to determine the numbers of visitors to the province during the summer and fall period, and to describe their trip and personal characteristics. It was the first province wide survey of visitors to B.C. since 1979.

Visitors '87 involved surveying travellers arriving in B.C. at major highway, airport and marine entry points. It included three components:

1. A short screening interview with a representative sample of out-of-province visitors.
2. Distribution of diaries to 3 out of 4 of these visitors who planned to spend one or more nights in B.C..
3. Follow-up in-depth interviews with the remaining 1 out of 4 visitors by phone (for North America) or in airport departure lounges (for overseas visitors.)

Visitors '87 was a collaboration of the B.C. Ministry of Tourism, Marktrend Marketing Research, B.C. Research and the Economic Planning Group.

B. SURVEY OBJECTIVES

The purpose of this survey was to produce data about visitors to B.C. and their trip characteristics. The data will be used in provincial tourism marketing and development planning. Specific survey objectives were:

- To determine visitor characteristics, origins and travel patterns;
- To determine visitor expenditures by travel industry sector and region;
- To determine visitor activities, likes and dislikes;
- To identify changes in visitor characteristics since 1979, and the significance of these changes for marketing and development strategies; and
- To classify visitors according to vacation type.

C. METHODOLOGY

Out-of-province visitors were contacted as they entered B.C. at major highway, airport and marine entry points. After a brief screening interview, visitors planning to spend one or more nights in B.C. were asked either to:

1. Complete a diary during their stay in B.C. and mail it to Survey Headquarters in the business reply envelope provided (75% of those screened), or
2. Provide their name and home phone number for a follow-up telephone interview (25%).

In contrast to the diary, which elicited facts about places visited, accommodation used, daily activities, expenditures and background information on the travel party, the focus of the telephone and airport interviews was the impression visitors had of British Columbia. Both the diary and telephone questionnaire were designed to be compatible with the new Tourism Database Framework introduced by the Ministry of Tourism, Recreation and Culture.

Only non-residents of British Columbia who were not simply in-transit were included in the study. To minimize delay between screening interviews and to ensure a random selection, interviewers were instructed to approach the next party passing, immediately after completing the previous interview.

The sampling schedule ensured proper representation of daylight hours, weekday and weekend entries, month of interviewing, (at airports) qualifying flights, (for cruises and ferries) qualifying vessels, and (for tours) a variety of tour companies. Entry points were visited by a Field Supervisor, who trained interviewers on location.

During the survey period from June 27 to October 31, 1987, a total of 13,743 visitor parties were screened, representing about 1% of total visitor traffic during this time. These parties included 2940 parties of excursionists (same-day visitors,) and 10,803 tourists (one-or-more night travellers or visitor parties.)

Diaries were distributed and telephone numbers collected for the 805 follow-up in-depth interviews. Of the approximately 8100 diaries distributed, 3225 were returned (for a response rate of 40%). The format of the diaries provided a sample base of some 18,000 party-days of visitor activities.

In addition to the 805 follow-up interviews with residents of North America, 200 personal interviews were conducted with international travellers as they were returning home.

The following samples were obtained:

Diary Distribution

- 13,743 parties were intercepted and screened.
- 2,940 were excursionists (i.e., same-day visitors) and not part of the survey, beyond screening.
- 10,803 tourist parties (i.e., visitors spending one or more nights in B.C.) which were screened and agreed to complete the diary or participate in a post-vacation survey.
- 8,102 diaries were distributed.
- 3,225 Diaries were returned and included in the sample.

Additional Data Collection

- 805 North American visitors who had agreed to participate in a post-vacation telephone survey were interviewed.
- 200 Off-continent visitors were interviewed, in their language of choice, at Vancouver International Airport.

D. HOW TO USE THIS REPORT

This report presents the most often asked questions about non-resident travel to British Columbia. A copy of the screening interview, trip diary and follow-up questionnaires are in the Appendix. Weighting factors for the screeners and diaries and tables of the estimated number of parties and party-nights during the four month period of July to October 1987 are also appended to this report. The remainder of the report is structured as follows:

Section E - Review of Province-Wide Diary Results (Page 8)

The report begins with a review of the province-wide results of the diaries. This section also highlights categories of parties which differ from the provincial sample as a whole.

Section F - The Complete Diary Results (Page 32)

In Section F, the complete diary results are reported in tabular form in the same order as questions asked. These tables show results by categories under three different table headings, as follows:

1. The Region tables show the 9 provincial Tourist Regions and the provincial total. The figures in these tables are based on party-nights. For example, a party spending 2 nights on Vancouver Island and 2 nights in Southwest B.C. produces records for 2 days in each region and for 4 days in the total provincial sample. Therefore, provincial results for tables based on party-nights vary slightly from results under the other table headings (for the same question) which are based on parties.
2. The Origin and Season tables show 9 visitor origin categories, 2 tourist seasons (High season includes July and August; Low season includes September and October) and the total. Most of the figures in these tables are based on numbers of parties.
3. The Single Main Trip Purpose and Mode of Travel tables show 6 categories of trip purpose, 4 modes of travel to B.C. and the total. Like the tables giving results by Party Origin and Season, most of the figures in these tables are based on numbers of parties.

To simplify the tabular presentations, results are shown as percentages, rather than counts. Averages are given when appropriate.

Visitor counts, in parties or party-nights, can be calculated from the percentages in the diary tables and the base volumes in the Appendix. The percentages add vertically to 100% except for multiple responses.) The distribution of responses in each column can be compared to the other columns. For example, the percentage of parties from Alberta travelling on business can be compared with the percentage of parties from Washington on business.

Note: Each diary table specifies the unit on which the percentages are based, i.e., parties, party-nights or tourists. The tables in the Appendix give the estimated numbers of tourist parties and party-nights for each of the categories in the table headings. Therefore, multiplying the appropriate counts from these tables by any percentage in the diary tables in the same category will produce the actual number of party-nights or visitor parties.

Example of Number of Parties Calculation

To determine the number of parties from Alberta which had visited Expo '86, find the number of parties from Alberta (257,000) from the Appendix, and multiply it by the percentage of parties from Alberta answering "Yes" to Q.13b (45% from p.60.) This gives a count of 116,000 parties from Alberta which had visited Expo '86.

(257,000 parties from Alberta) X 45% (visited Expo) =
(116,000 parties from Alberta visited Expo '86)

Section G - Screener Results (Page 84)

Section G reports the results of the Screening interviews. It is the only section which includes information about excursionists, i.e., same-day visitors.

Section H - Qualitative Highlights (Page 87)

The focus of the telephone questionnaire and airport interviews was the visitors' qualitative impressions of British Columbia. Section H highlights these attitudinal results. Results of questions previously covered in the diaries section of this report are not repeated, and include:

- Whether this was their first trip to B.C.
- Main purpose of trip
- Whether they attended a conference or convention
- Country of origin
- Main destination for this trip
- Mode of transport
- Length of visit in B.C.

Section I - Comparison of Visitors' 79 and Visitors '87 (Page 95)

This final section compares key results of the Visitors '87 survey with the similar Visitors '79 survey.

Note:

When using this report, it is important to remember the following:

- The units of measurement are parties or party-nights. They are weighted to represent tourist traffic during the four-month period July to October 1987. Minor discrepancies in percentages of provincial results between this report and the separate reports for each of the nine tourist regions are due to variations in sample sizes in the analysis of some questions.
- The survey was conducted solely with non-B.C. residents as they entered the province between June 27 and October 31, 1987. The survey period represents approximately 52% of total visitor traffic to B.C..
- Travel by B.C. residents is not included in this survey. Domestic travel is estimated to represent about 45% of total B.C. tourism.
- Thus, this survey represents 25% - 30% of B.C. tourism.

For further information regarding the methodology and results of Visitors '87, please contact:

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Ministry of Tourism, Recreation and Culture
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V8W 2Z2

Phone (604) 387-1566

E. DIARY RESULTS

This section presents highlights of the diary results. The complete diary results are presented in tabular form in Section F.

1. ORIGIN OF PARTIES

- 19% of visitor parties came from Alberta and 15% from other Canadian provinces; 14% came from Washington State, 13% from California and 30% from states of the U.S.A. other than Washington and California; 10% of visitors came from overseas. (p.68)

The origin of parties varied dramatically with the type of trip taken. For example:

- Visits to friends and relatives (VFR) were mainly by parties from Alberta (32%), Washington (10%), Ontario (9%) and California (9%).
- Parties on business were mainly from Ontario (25%), Eastern U.S. (14%), Washington, Oregon and California (15%), Alberta (13%) and Western U.S. (11%).
- Parties on city or touring trips were mainly from the Eastern U.S. (16%), California (16%), Washington (15%), and Western U.S. including Oregon (21%).
- Parties on outdoor or resort trips were mainly from Alberta (32%) and Washington (18%).
- Cruise parties were mainly from California (36%), Eastern U.S. (33%) and Western States other than Washington, Oregon and California (17%).

2. TRIP PURPOSE

- The most frequent single main purposes of trips to B.C. (p.47) were:

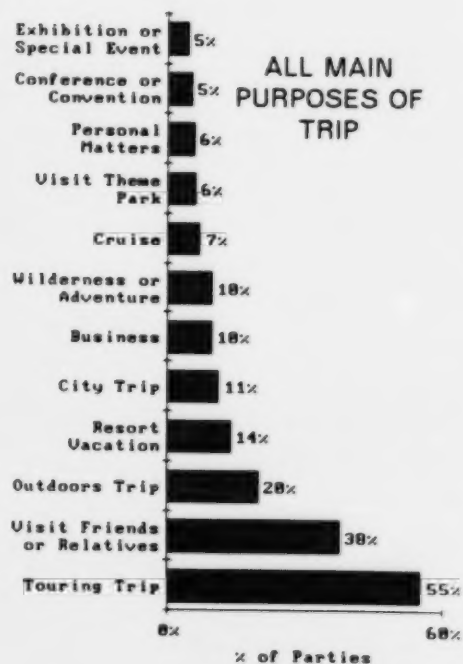
- Touring (39% of the parties).
- Visiting friends or relatives (21%).
- Business, conferences or conventions (11%).
- Resort vacations (8%).
- Outdoors trips (7%).

When all main purposes were considered (including multiple responses,) the most common purposes were:

- Touring trip (55%).
- Visiting Friends or Relatives (38%).
- Outdoors (20%).

Touring trips were even more popular among parties:

- From Eastern U.S.A. (75%), offshore countries (71%), California (68%) and Western States (68%).
- Travelling in RV's (68%).
- Taking trips during the peak season (59%) rather than during September and October (47%).



- o Trips to visit friends and relatives were more likely among:
 - Parties from Ontario (59% of the combined primary and other main purposes were VFR), Alberta (57%), other areas of Canada (58%) and from offshore countries (44%).
 - Parties which arrived by air (45%) and in their own auto (39%).

- o The secondary trip purposes of visitor parties vary with their single main purpose, as follows:
 - The other main purposes for parties primarily on business trips were visiting friends or relatives (48%), touring (22%), attending a conference or convention (13%) and city trips (13%).
 - Other main purposes for parties which came mainly for a conference or convention were touring (37%), visiting friends or relatives (36%); business (26%); city trip (13%), exhibition or special event (11%) and resort vacation (10%).
 - Parties which came mainly to visit friends or relatives were also interested in touring (57%), outdoors trips (18%), attending to personal matters (16%) and taking city trips (13%).
 - Other main purposes for parties whose single main purpose was a touring trip were outdoors trips (33%), visiting friends or relatives (32%), wilderness/adventure trips (17%), city trips (13%) and visiting a theme park (10%).
 - Parties whose single main purpose was a city trip were also on touring trips (56%), visiting friends or relatives (32%), on outdoors trips (12%) and visiting a theme park (10%).
 - Parties which came mainly for outdoors trips were also here to tour (53%), for a wilderness or adventure trip (30%), to visit friends or relatives (29%), visit a theme park (11%) and to take a resort vacations (10%).

- Parties on wilderness/adventure trips had other main purposes of touring (65%), outdoors trip (35%), visiting friends or relatives (18%), city trips (14%) and resort vacations (12%).
- The other main purposes for parties which came mainly for resort vacations were touring (52%), outdoors trips (34%), visiting friends or relatives (34%) and visiting a theme park (11%).
- Parties on cruises were interested in touring (71%) and taking city trips (18%) and resort vacations (13%).
- Parties which came mainly for theme parks also planned to combine this with touring (63%), resort vacations (18%), city trips (17%), wilderness or adventure trips (16%) and visiting friends or relatives (11%).
- Parties on trips to attend exhibitions or special events also wanted to visit friends or relatives (57%), tour (25%), take resort vacations (19%), visit theme parks (11%) and take city trips (10%).

3. LENGTH OF STAY AND REGIONS VISITED

- The time spent in B.C., calculated from diaries, was an average 5.7 nights, and parties visited an average of 1.7 regions during their stay.
- The average number of nights spent by parties in B.C.'s tourist regions varied from 2.2 (in High Country) to 3.9 (in Southwest B.C.).
- More party-nights were spent in Southwest B.C. (40% of all party-nights) and Vancouver Island (22%) than in other tourist regions. The average number of party-nights and the percentage of all party-nights spent in each of the tourist regions are shown in the following table:

<u>Tourist Region</u>	<u>Party-Nights</u>	<u>% of Party-Nights in Region</u>
Southwest B.C.	3.9	40%
Vancouver Island	3.5	22%
North by Northwest	3.4	4%
Peace River	3.3	2%
Okanagan-Similkameen	3.2	9%
Cariboo Chilcotin-Coast	2.9	2%
B.C. Rockies	2.7	10%
Kootenay Country	2.5	2%
High Country	2.2	8%

On average, offshore visitor parties spent longer in B.C. (9.8 nights) than parties from Canada (6.5) or the U.S. (4.4). The average numbers of nights in B.C. by party origin are listed below:

<u>Origin of Party</u>	<u>Party-Nights</u>
Washington	3.4
Oregon	4.1
Other (Eastern) U.S.	4.4
Other West U.S.A.	4.7
California	5.3
Alberta	5.7
Other Canada	7.3
International	9.8

● On average, tourist parties spent 5.1 nights away from home before entering B.C. (p.34) and they expected to spend an average of 15.8 nights on their trip. (p.36)

- Parties in Kootenay Country, Okanagan-Similkameen and B.C. Rockies generally spent fewer than four nights away from home before entering B.C., while parties visiting northern B.C. were, on average, a week into their trip before they crossed into B.C..

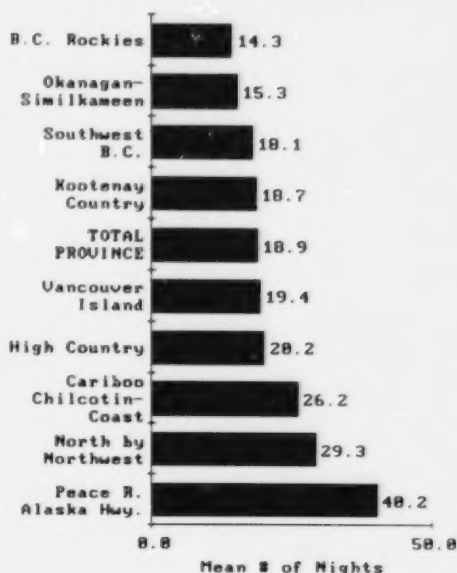
- Not surprisingly, parties from Washington and Alberta arrived in B.C. with least delay (fewer than 2 nights,) while offshore parties had already spent 11.9 nights away from home before arriving in B.C..
- Parties travelling in RV's also tended to spend more nights away from home (9.7 nights) before entering B.C. and expected to be on longer trips (26.7 nights).

The expected average length of trips ranged from 14.3 night for parties in the B.C. Rockies to 40.2 nights for those visiting in Peace River.

Trips, on average, were also longer among parties from:

- Offshore countries (32.2 nights)
- Western States other than Washington, Oregon and California (20.2 nights)
- California (19.9)
- Eastern States (19.5)

EXPECTED NUMBER OF NIGHTS
AWAY FROM HOME

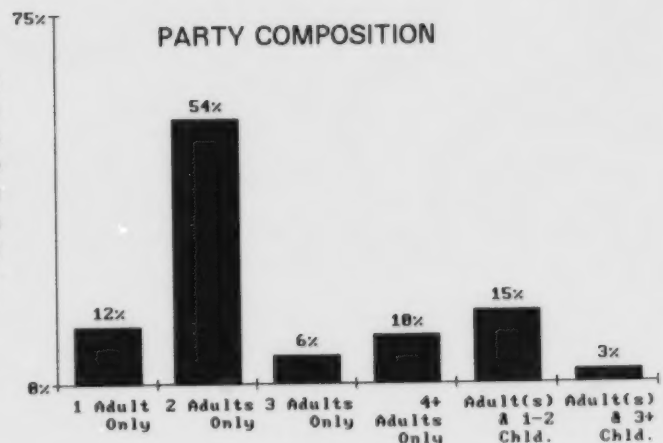


4. PARTY SIZE AND COMPOSITION

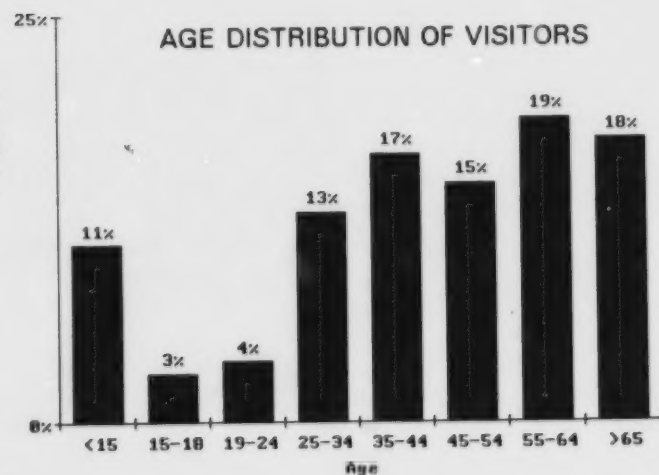
- The average size of visitor parties was 2.6 persons. (p.61)
- Parties from the U.S. were, on average, larger (2.7 persons) than parties from Canada (2.5) and other countries (2.6).
- The average party was larger during the peak tourist months of July and August (2.8) than in the shoulder months of September and October (2.3).

- The average size was larger for parties on a cruise (3.0), an outdoor or resort vacation (2.8) and on touring or city trips (2.8) than for parties on business (2.1), or visiting friends or relatives (2.4).
- The average party size was larger for parties travelling in RV's (2.8) and autos (2.7) than for parties travelling by air (2.3).

This chart shows that 12% of total parties consisted of a single adult, 54% were two adults and 16% were parties of 3 or more adults. Only 18% included children. (p.64)



Of all the tourists, 37% were 55 or older; 45% were between 25 and 54; and 18% were under 25 years. (p.63)



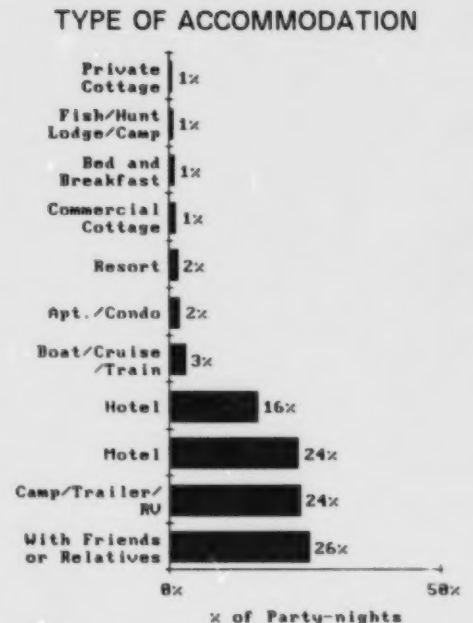
- There was a higher proportion of older visitors (aged 55 and up):
 - From California (47% of California visitors,) Western U.S. (46%) and Eastern U.S. (56%) than from Alberta (20%) or other areas in Canada (25%).
 - During the shoulder season (41% were 55+) rather than during the peak tourist season (34%).
 - On cruises (64%) than on business (20%).
 - Travelling in RV's (50%) than in automobiles (28%).

- Children under 15 years were more frequent among visitors:
 - From Alberta (20%), Washington (14%) and Oregon (15%) than from further away places such as Ontario (4%), Eastern U.S. (6%) and offshore countries (4%).
 - During the peak season (14%) than during September and October (5%).
 - On visits to exhibitions, events and theme parks (17%), on outdoor or resort trips (16%) and on visits to friends or relatives (14%).
 - Travelling in autos (15%) and RV's (13%) than visitors travelling by air (6%).

5. ACCOMMODATION

This chart illustrates the proportions of party-nights spent in various accommodations.

16% of all party-nights were spent in hotels, 24% in motels, 24% in campgrounds and trailer parks, and 26% with friends or relatives (p.74).



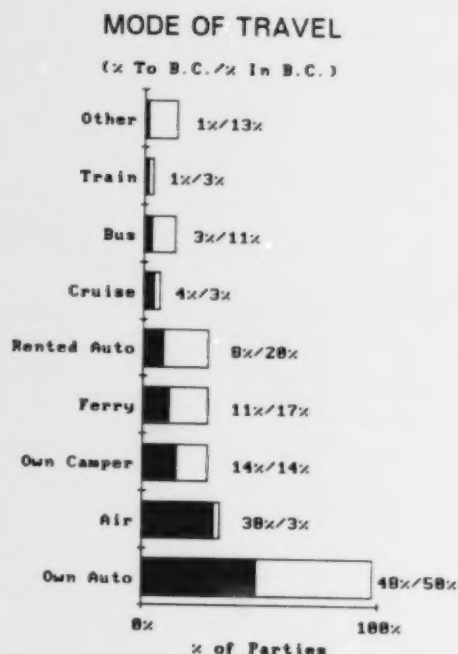
- A greater percentage of nights in hotels were spent by parties:
 - From Ontario (27% of party-nights) and Eastern States (27%).
 - On business (47%) and on cruises (27%).
 - Arriving by air (28%).
- Motels were used more by parties:
 - From Eastern U.S. (33% of party-nights), Oregon (32%) and Western U.S. states other than Washington, Oregon or California (31%).
 - Taking a touring or city tour (34%).
 - Travelling to B.C. by auto (37%).

- Parties which stayed more nights with friends or relatives included those:
 - From Alberta (35% of party-nights), Ontario (34%) and other areas of Canada (44%) and other countries besides Canada and the U.S. (31%).
 - Which travelled to B.C. by plane (36%).

6. MODE OF TRAVEL

This chart shows that more than half of all parties travelled to B.C. by auto, 14% in their motorhomes or campers, and 30% by plane. (p.41)

While in B.C., 70% travelled by auto, 14% in motorhomes or campers, and just 3% by plane. (p.43)



- Compared with the 30% of all visiting parties arriving by air and 3% which travelled by plane after their arrival, there were some groups which were far more likely to fly, ie:
 - Parties from Ontario (77% flew to B.C./6% flew within B.C.) and from offshore countries (71%/6%).
 - Parties on business (73%/8%).

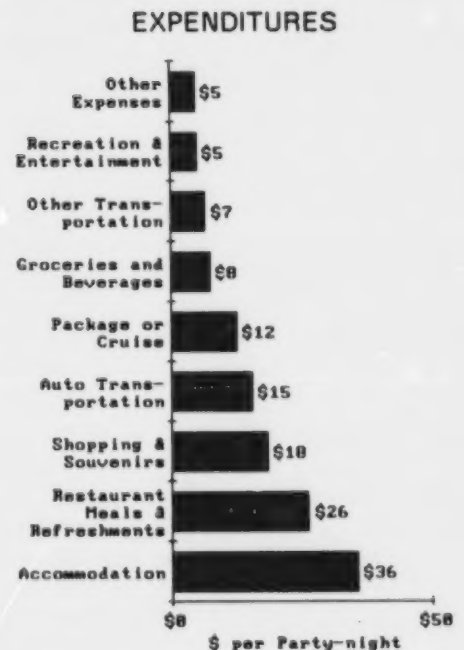
- Of the parties arriving by rented car, 89% kept the vehicle for their travels within the province.
- Fully 95% of the parties which traveled to B.C. in their own autos (48% of the visitor parties) continued using their cars to travel within the province.
- 66% of parties arriving by bus also travelled by bus in B.C. and only 11% of them rented cars.
- Of the parties which arrived by air, 48% rented an automobile during their stay in B.C., while only 6% travelled by air within the province.

7. EXPENDITURES

Visitors spent an average of \$50 per person per day, or an average of \$131 per party (p.82). The chart opposite illustrates the daily party expenditures for various items.

On average, accommodation, restaurant meals and refreshments account for almost half the daily party costs.

The average expenditures in the various categories are listed with their corresponding proportion of total party-day expenditures on the following page:



	<u>\$/Day</u>	<u>% of Total Expenditures</u>
Accommodation	\$36	27%
Restaurant meals & refreshments	\$26	20%
Shopping and souvenirs	\$18	14%
Automobile transportation	\$15	12%
Tour packages	\$12	10%
Groceries and beverages	\$8	6%
Other transportation	\$7	5%
Recreation and entertainment	\$5	4%
Other expenses	\$5	4%

The following table indicates the average expenditure per night for specific categories of parties:

	<u>Average (per party)</u>	<u>\$/night (per person)</u>
Parties on business	\$193	\$90
Parties travelling for pleasure	\$124	\$47
Parties which came in cars	\$114	\$42
Parties which arrived in RV's	\$ 75	\$27
Parties arriving by plane	\$169	\$72

	<u>Average (per party)</u>	<u>\$/night (per person)</u>
Parties from overseas	\$149	\$58
Canadian parties	\$144	\$57
American parties	\$140	\$51

- Expenditures were highest for parties in Southwest B.C. (\$157), Vancouver Island (\$150) and North by Northwest (\$134). The regions for which the lowest expenditures were reported were the Kootenays (\$72) and Cariboo Chilcotin-Coast (\$74). Elsewhere in the province, expenditures averaged about \$100 per party per night.
- Almost half of the visitor spending (47%) was in Southwest B.C. and 26% was on Vancouver Island. The breakdown for the provincial tourist regions were as follows:

<u>Tourist Region</u>	<u>Percentage of Visitor Spending</u>
Southwest B.C.	47%
Vancouver Island	26%
B.C. Rockies	7%
Okanagan-Similkameen	6%
High Country	6%
North by Northwest	4%
Kootenay Country	1%
Cariboo Chilcotin-Coast	1%
Peace River Alaska Hwy.	1%

- Overall, 12% of the parties indicated a portion of their trip was being paid for through business (p.71).

As the chart opposite illustrates, the proportion of subsidized trips was much higher among parties from Ontario (39%) and areas in Canada outside Alberta and Ontario (21%).

Other groups which were more likely to have their trip subsidized included:

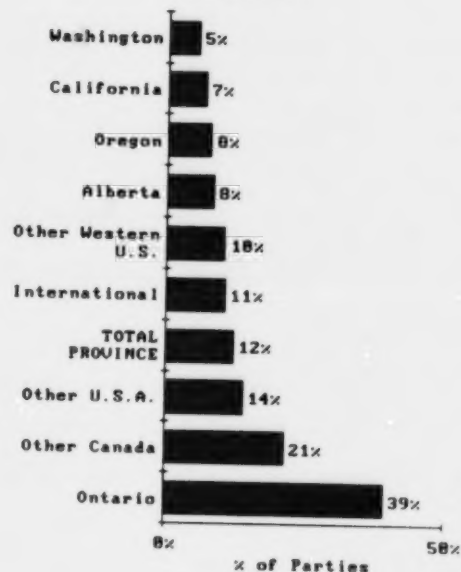
- Parties whose main purpose was business or conference (79%).
- Parties arriving by air (29%).
- Parties visiting during the shoulder seasons (18%).

8. ACTIVITIES

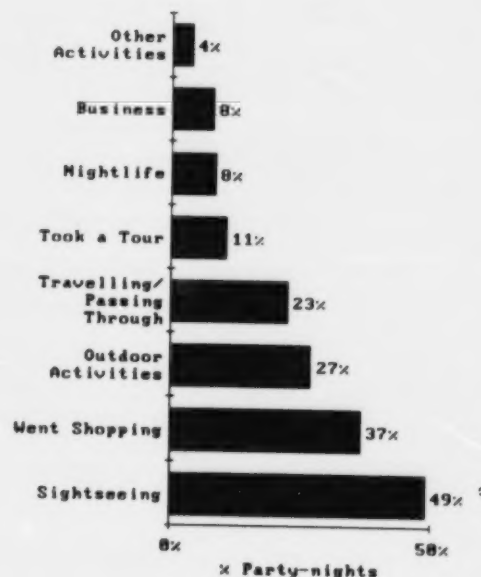
The chart opposite illustrates the popularity of various activities during the trip to B.C.

Of all party-days, 49% involved sightseeing, 37% shopping, 27% outdoor activities and 23% "just passing through." (p.77)

TRIP PAID FOR THROUGH BUSINESS



ACTIVITIES DURING TRIP



- There was a greater proportion of sightseeing party-days:
 - On Vancouver Island (64%).
 - From parties from Eastern U.S.A. (65%), California (60%) and Western States other than California, Oregon and Washington (61%).
 - For touring or city trips (63%) and cruises (63%).

- Party-days involving shopping were more frequent:
 - On Vancouver Island (44%) and in Southwest B.C. (41%).
 - Among parties from California (43%) and Eastern U.S.A. (42%).
 - Among parties on cruises (54%).

- There was a greater proportion of party-days involving outdoor activities:
 - In the B.C. Rockies (51%) and Cariboo Chilcotin-Coast (38%).
 - Among parties from Alberta (38%).
 - During peak summer period (31%) rather than shoulder season (21%).
 - On outdoor and resort trips (46%).
 - Among parties arriving in RV's (32%) and cars (30%).

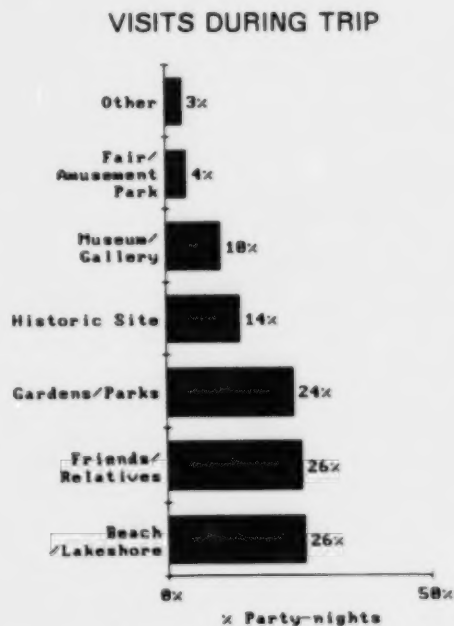
o Days spent "just passing through" were more common among parties:

- In North by Northwest (47%), Peace River Alaska Highway (47%) and High Country (43%).
- From Oregon (30%) and Western States other than Washington, Oregon and California (35%).
- On touring or city trips (28%).
- Arriving by RV (31%) and automobile (27%).

The chart opposite illustrates the proportion of party-days which involved some type of visit.

Of all the party-days, 26% involved visits to the beach or lakeshore and 26% involved visits with friends and relatives.

24% of the party-days were spent visiting gardens or parks and 14% at historic sites (p.78).



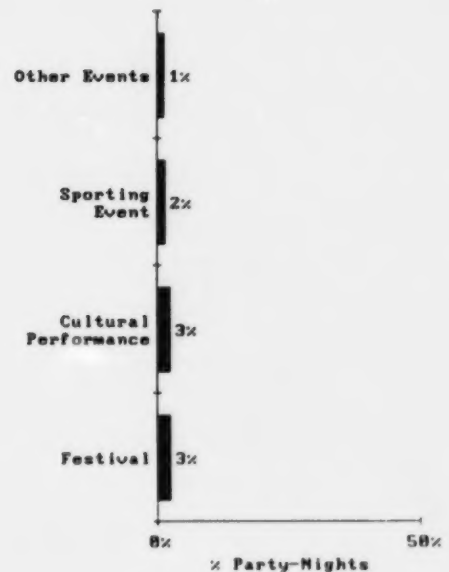
o There was a greater proportion of party-days spent at the beach or lakeshore among parties:

- Visiting Okanagan-Similkameen (46%) and Kootenay Country (39%).
- During peak season (28%) rather than in September and October (23%).
- On outdoor or resort trips (33%).

- Party-days spent visiting friends or relatives were more common among parties:
 - In Okanagan-Similkameen (36%), Kootenay Country (34%) and Southwest B.C. (32%).
 - From Alberta (38%), Ontario (37%) and other areas of Canada (44%).
 - During the shoulder season (30%) rather than in the peak summer months (24%).
 - On trips to visit friends and relatives (53%).
- Party-days which involved visiting gardens or parks were more common among parties:
 - On Vancouver Island (35%).
 - From Eastern U.S. (35%).
 - On cruise trips (36%).
- Party-days spent visiting historic sites were more common among parties:
 - On Vancouver Island (21%).
 - From Oregon (21%), California (20%) and Eastern States (22%).
 - On cruises (22%) and touring or city trips (21%).
- Attendance at sporting events, festivals or special events, cultural performances or other events was low, with fewer than 3% of the days involved attendance at any one of these events (p.78). The chart on the following page shows the percentage of party-nights of involved at various events.
 - Attendances were more common among parties who came to B.C. to visit a theme park or for an exhibition or special event. 21% of their days were spent at a festival or special event and 12% at a sporting event.

Attending sporting events was more frequent in Cariboo Chilcotin-Coast (4% of party-days), while festivals and special events were more popular in the Okanagan-Similkameen (6% of party-days).

ATTENDANCES DURING TRIP



9. TOUR PACKAGES

- 8% of visitor parties travelled to B.C. with an organized tour or vacation package, compared with 62% of the parties on a cruise. (p.45)
- Most of the packaged tours were taken by parties from:
 - Eastern U.S.A. (22%).
 - California (12%).
 - Offshore countries (17%).

Other points of origin were insignificant by comparison.

- Tour packages were more common during the high season (9%) than in September or October (5%).

10. B.C. AS THE MAIN DESTINATION

- British Columbia was the main destination for 62% of visitor parties. (p.38)

Note: The remaining 38% of parties for which B.C. was not the main destination included a small percentage indicating B.C. and another place as joint destinations (p.39). When these parties are incorporated into the parties answering "yes" to B.C. as the major destination, B.C. was the major destination of 63% of parties.

- B.C. was a more likely main destination for:
 - Parties from Alberta (85%) and Washington (80%).
 - Parties visiting friends and relatives (75%), on business (75%) and on outdoor/resort trips (71%), rather than those on touring or city trips (50%) or on cruises (9%).
 - Parties travelling by air (68%) than by RV (56%).

11. PREVIOUS VISITS TO BRITISH COLUMBIA

- 27% of the visitor parties were on their first trip to British Columbia (p.57).

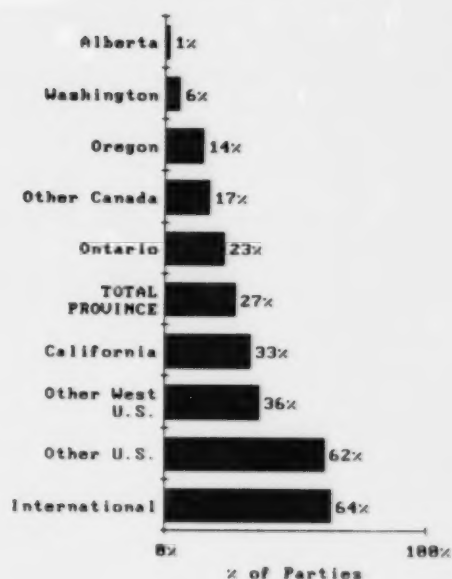
The chart on the following page shows the variation in first visits to B.C. according to party origin.

- First-time visits were more common among parties residing outside Canada and the U.S. (64%) and from Eastern States (62%).

First-time visits were also more common among parties:

- Taking touring or city trips (40%) and cruises (34%).
- Arriving by air (35%).

FIRST VISIT TO B.C.

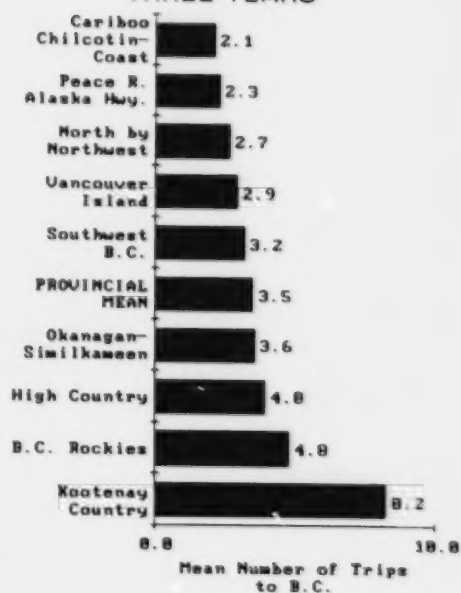


This chart shows the regional variation in the average number of trips to B.C. in the last three years.

From the base of total party-nights for parties which had visited B.C. at least once prior to this trip, the overall provincial mean was 3.5 trips. (p.58)

The mean number of trips to B.C. for each region (calculated from the base of total party-nights in that region) ranged from a low of 2.1 trips for party-nights in the Cariboo to more than 8 trips for party-nights in Kootenay Country.

TRIPS TO B.C. IN THE LAST THREE YEARS



- Parties which had previously visited B.C. had made an average of 3.7 trips to this province in the last three years (p.58). This average was greater for:
 - Parties from Alberta (6.1 trips) and Washington (4.9 trips).
 - Parties travelling during the shoulder season of September and October (4.7).
 - Parties here for business or conference (6.4) or to visit friends or relatives (4.4).
 - Parties travelling by auto (4.1).

This chart shows that Expo '86, visited by 32% of the total parties (p.60), was more likely to have been attended by parties from Washington (48%) and Alberta (45%).

Other groups which were more likely to have visited Expo '86 included parties:

- On trips to visit friends and relatives (39%).
- Travelling on business (36%).
- Travelling during the shoulder season (36%).

VISITED EXPO '86



12. OTHER TRIPS/HOLIDAYS TAKEN

- The average number of business trips of less than 1000 miles (of one or more nights) taken in the past year was 1.9 (p.56), although this type of trip was more common among parties:
 - From Ontario (3.6) and Eastern States (2.3).
 - Travelling during September and October (2.3).
 - On business (5.7).
 - Parties arriving to B.C. by air (2.8).

In general, the same categories of parties took more than the average 1.1 business trips of 1000 miles or more (p.56).

- Parties which had taken more than the average 3.0 personal trips of less than 1000 miles (p.56) included those:
 - From Washington (3.8) and Oregon (3.7).
 - On outdoor and resort trips (3.4).
 - Travelling in RV's (3.6).
- Parties which exceeded the overall average of 1.2 personal trips of 1000 miles or more (p.56) included those:
 - From Western States outside Washington and California (1.5) and Eastern U.S. (1.6).
 - On cruises (1.5) and on touring or city trips (1.4).

13. ADVERTISING FOR B.C.

- 63% of the parties indicated they had seen an advertisement for travel to B.C. prior to their trip (p.52).
- Parties more likely to have seen ads for travel to B.C. included those:
 - From Oregon (79%), Washington (74%), California (71%) and Alberta (69%).
 - On cruises (72%).
- Magazines were more likely to be recalled as the advertising medium than T.V. (67% of the parties saw ads in magazines vs. 41% who saw ads on T.V.). (p.53)
 - Recall of these media was more similar among parties from neighboring Washington, where 56% saw ads in a magazine and 58% on T.V. and from Alberta, where 72% saw ads in a magazine and 59% on T.V..
- Recall of magazine ads was higher among parties:
 - From Alberta (72%), Oregon (72%) and Western States other than Washington and Oregon (70%).
 - Travelling to B.C. in R.V.'s (75%).
- Recalling T.V. ads was more common among parties from Alberta (59%) and Washington (58%).

Requests for Travel Information

- 22% of all visitor parties claimed to have requested and received travel information from Tourism B.C. before they left for their trip (p.54).

- A larger proportion of requests were made by parties:
 - From offshore (34%) and Eastern U.S.A. (33%).
 - On touring trips (27%).
 - Travelling to B.C. in RV's (29%).
- 47% of the parties which requested and received information from Tourism B.C. made their requests before they had made their final decision to visit B.C.
- These parties which decided to visit B.C. after they requested the information were more likely to:
 - Be from Ontario (54%), Washington (55%), Eastern U.S. (54%) and California (52%).
 - Have come to B.C. for a cruise (53%) or for touring or city trips (53%).

F. TABULAR RESULTS OF QUESTIONNAIRES

The following section tabulates the results of Visitors '87 Diaries in order of questions asked. (A copy of the Diary is included in the Appendix.)

The percentages are column percentages based on numbers of parties, party-nights or visitors. Variations in the provincial totals between tables for the same question are due to how the data are analyzed, i.e., whether the percentages are based on parties or party-nights. The base units are specified for each table.

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1. How many nights, if any, were you away from home BEFORE ENTERING B.C.?*

# of NIGHTS	REGION										TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGH SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA		
0	47%	33%	38%	26%	38%	34%	34%	31%	18%	39%	
1	15	15	21	19	19	22	11	19	12	16	
2	6	10	13	12	11	7	11	6	8	8	
3	4	6	3	16	6	3	8	6	4	5	
4	4	5	3	3	4	4	2	6	6	4	
5-7	8	12	11	10	11	8	10	12	20	10	
8-10	4	5	4	7	5	8	7	7	4	5	
>10	13	14	8	7	7	15	19	15	28	13	
MEAN	5.0	6.0	3.5	3.4	3.5	5.4	6.1	7.8	10.8	5.2	

* Based on party-nights.

# of NIGHTS	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
0	59%	53%	38%	62%	26%	16%	19%	22%	21%	33%	44%	36%
1	16	6	24	16	42	8	12	11	14	16	12	15
2	6	4	8	9	14	17	7	10	6	9	8	9
3	3	4	7	4	6	12	8	9	4	6	6	6
4	4	4	2	2	1	9	9	8	4	5	6	5
5-7	5	16	12	3	6	19	16	16	11	11	11	11
8-10	4	4	5	3	3	7	9	5	6	6	4	5
>10	5	10	5	1	2	13	19	20	35	13	10	12
MEAN	1.8	4.8	3.0	1.2	2.1	6.2	8.2	7.0	11.9	5.5	4.0	5.1

* Based on parties.

# OF NIGHTS	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
0	45%	58%	23%	43%	29%	47%	31%	19%	58%	16%	36%
1	17	12	14	16	16	17	18	14	12	16	15
2	7	6	9	9	23	9	9	10	5	23	9
3	4	5	8	4	12	9	7	6	4	10	6
4	5	4	6	3	3	6	5	6	3	9	5
5-7	8	9	15	9	10	5	12	14	8	12	11
8-10	5	1	7	3	3	6	6	9	2	6	5
>10	10	5	18	12	5	2	12	23	8	9	12
MEAN	3.8	2.2	7.1	4.9	2.9	2.0	4.8	9.7	3.6	4.2	5.1

* Based on parties.

2. Your first day in B.C. was: _____ (day)/ _____ (month)?

MONTH	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGH SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
JUNE	4%	6%	3%	5%	3%	2%	14%	5%	9%	4%
JULY	36	33	44	26	25	35	37	31	46	35
AUGUST	28	31	31	55	51	32	31	48	26	33
SEPTEMBER	19	26	18	14	20	26	11	13	14	21
OCTOBER	13	3	5		2	5	7	1	3	7

* Based on party-nights.

MONTH	ORIGIN								SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERM SEASON	HIGH LOW SEASON	
JUNE	2%	5%	1%	4%	5%	7%	4%	4%	5%	5%	4%
JULY	27	35	25	27	36	34	43	36	38	47	33
AUGUST	39	26	35	31	32	28	34	37	32	48	33
SEPTEMBER	23	18	24	28	23	27	14	20	17		73% 22
OCTOBER	10	18	15	10	4	4	4	3	8		27 8

* Based on parties.

MONTH	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
JUNE	4%	2%	4%	4%	3%	3%	3%	8%	4%	2%	4%
JULY	33	31	34	31	44	26	30	32	38	34	33
AUGUST	28	19	36	43	36	43	36	39	25	42	33
SEPTEMBER	24	21	23	19	17	22	25	18	19	21	22
OCTOBER	12	27	3	4		6	7	2	15	1	8

* Based on parties.

3. And how many nights IN TOTAL do you expect to be away from home on this trip?

# of NIGHTS	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
1	1%	2%	1%							1%
2	3	2	2	3%	7%	2%	1%		2%	3
3	4	3	3	3	7	3	1		3	4
4	4	2	2	2	5	3	2	2%	2	3
5-7	14	12	17	8	20	12	5	9	5	14
8-10	14	14	20	12	18	18	6	11	6	15
11-15	21	25	23	24	13	20	30	15	8	21
16-20	10	10	12	9	11	12	8	14	1	11
> 20	28	30	19	39	21	32	47	50	73	30
MEAN	18.1	19.4	15.3	18.7	14.3	20.2	26.2	29.3	40.2	18.9

* Based on party-nights.

# of NIGHTS	ORIGIN									SEASON		TO
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
1	3%	1%	2%	19%		1%	1%	1%	1%	3%	6%	
2	10	2	4	20	9	4	4	1	1	5	10	
3	12	4	1	16	14	3	4	2	1	5	10	
4	9	4	5	8	8	3	4	3		5	7	
5-7	22	20	19	13	26	10	13	9	3	14	17	1
8-10	20	20	14	11	17	14	15	14	3	14	16	1
11-15	12	22	29	8	12	28	20	30	8	20	13	1
16-20	5	9	8	2	8	11	7	14	15	9	7	
> 20	7	18	18	4	7	27	31	26	69	25	15	2
MEAN	8.8	14.6	13.9	6.0	10.0	19.9	20.2	19.5	32.2	17.1	12.3	15.

* Based on parties.

# of NIGHTS	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
1	3%	6%	4%	3%		8%	5%	1%	2%	9%	4
2	5	9	6	9	2%	16	9	6	4	4	7
3	7	12	5	6		12	9	4	5	3	7
4	4	15	3	5	2	8	6	2	7	1	5
5-7	18	20	11	18	1	16	15	11	18	5	15
8-10	17	13	13	14	17	16	15	11	16	12	14
11-15	16	11	18	19	55	11	15	16	19	44	18
16-20	8	6	11	6	13	3	9	8	8	9	9
> 20	22	9	29	20	11	11	17	43	22	14	22
MEAN	15.4	8.9	18.8	15.4	14.2	8.8	13.0	26.7	15.6	13.5	15.8

* Based on parties.

4. Is B.C. your major destination on this trip?*

	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
NO	27%	26%	14%	17%	28%	30%	41%	37%	66%	27%
YES	73	75	86	83	72	70	59	63	35	73

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
NO	15%	34%	26%	20%	31%	48%	58%	65%	58%	41%	31%	3
YES	85	66	74	80	69	52	42	35	42	59	69	6

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
NO	25%	25%	50%	30%	91%	25%	37%	44%	32%	63%	38%
YES	75	75	50	71	9	75	63	56	68	37	62

* Based on parties.

5. If no, what province/state/or country is your major destination? *

DESTINATION	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
B.C. & OTHER	5%	6%	1%		4%	9%	2%	9%		5%
ALBERTA	17	17	40	33	50	32	42	15	7	24
REST OF CDA.	21	13	9	7	10	27	11	8	13	17
ALASKA	15	19	3	2	5	9	31	61	74	19
WASHINGTON	9	19	10	10	4	8	1	1	2	9
REST OF USA	23	19	31	38	26	15	12	5	5	20
OTHER COUNTRIES	11	7	6	12		1	2	1		6

* Based on party-nights for parties which indicated B.C. was not their major destination in the previous question.

DESTINATION	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
B.C. & OTHER		6%	10%	1%		3%	1%	5%	4%	3%	2%	3%
ALBERTA	26%	34	26	47	46%	16	20	14	16	22	22	22
REST OF CDA.	5	32	14	11	10	8	11	8	30	14	15	14
ALASKA	1	8	8	10	18	36	36	36	3	26	11	23
WASHINGTON	12		6	18	7	18	14	18	2	11	17	12
REST OF USA	52	12	30	12	18	20	17	17	23	20	25	21
OTHER COUNTRIES	3	8	7	1	1		7	2	22	4	8	5

* Based on parties which indicated B.C. was not their major destination in the previous question.

DESTINATION	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
B.C. & OTHER	3%	7%	4%	1%	1%		3%	1%	6%	3%	3%
ALBERTA	18	12	25	31	1	53%	30	21	16	11	22
REST OF CDA.	11	35	14	17	1	10	10	16	25	5	14
ALASKA	16	11	16	15	92	5	12	25	23	57	23
WASHINGTON	24	14	11	8		23	18	9	4	13	12
REST OF USA	22	11	25	25	4	9	26	29	14	8	21
OTHER COUNTRIES	6	11	5	4	1		2		13	4	5

* Based on parties which indicated B.C. was not their major destination in the previous question.

6. MAIN METHOD(S) of travel to get to B.C. and also the methods of travel you used while you were in B.C.

TRAVEL TO B.C.	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
OWN AUTOMOBILE	31%	41%	51%	67%	65%	53%	48%	50%	48%	42%
RENTED AUTOMOBILE	8	10	6		5	11	3	3		8
OWN MOTORHOME/ CAMPER	7	12	19	23	32	23	30	28	47	16
BUS	3	4	2		3	1		2		3
AIR	57	37	27	17	10	20	21	25	12	38
TRAIN	2	1					3	2		1
CRUISE SHIP	2	4							1	2
FERRY	6	25	2	2	2	5	6	12	6	9
OTHER		1	2		3	1	3	3	1	1

* Based on party-nights.

TRAVEL TO B.C.	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
OWN AUTO.	68%	18%	47%	77%	80%	45%	54%	19%	6%	47%	51%	48%
RENT AUTO.		3	6	1	1	7	9	24	23	9	7	8
OWN CAMPER	19	7	6	17	17	20	19	9	2	16	9	14
BUS	1	2	2	1		2	3	6	9	3	2	3
AIR	17	77	45	2	4	23	19	41	71	29	34	30
TRAIN	1		1			1	1	3	2	1		
CRUISE		1	1	2		8	5	13	2	5	1	4
FERRY	2	4	1	18	23	17	15	18	7	10	13	11
OTHER	2			1	1	1	2	2	1	2	1	1

* Based on parties.

TRAVEL TO B.C.	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
OWN AUTO.	55%	21%	48%	61%	8%	64%	89%	24%	3%		48%
RENTED AUTO.	3	5	14	6	3	7	11	1	9		8
OWN CAMPER	8	3	16	26		20		100	1		14
BUS	3	2	4	1	4	1	1		4	17%	3
AIR	36	73	21	17	46	16			100		30
TRAIN		1	2	1		3			1	6	1
CRUISE	1	1	3	1	53				2	42	4
FERRY	8	6	16	8	3	18	15	6	5	26	11
OTHER	1		1	2	2	4	1	1	1	12	1

* Based on parties.

6. Please check your MAIN METHOD(S) of travel to get to B.C. and also the methods of travel you used while you were in B.C.

TRAVEL WITHIN B.C.	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
OWN AUTOMOBILE	33%	46%	55%	73%	67%	55%	48%	53%	53%	46%
RENTED AUTOMOBILE	35	26	18	8	8	19	16	16	11	25
OWN MOTORHOME/ CAMPER	8	15	20	23	29	22	26	28	45	16
BUS	18	13	6	1	2	5	4	4	3	12
AIR	4	3	2	8	1	1	4	10	3	3
TRAIN	6	2	1		2	1		3		3
CRUISE SHIP	4	3						3	1	2
FERRY	26	37	10	16	7	13	8	16	4	23
OTHER	23	13	13	3	6	9	14	13	2	16

* Based on party-nights.

TRAVEL WITHIN B.C.	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
OWN AUTO.	72%	23%	52%	79%	80%	45%	55%	19%	10%	49%	52%	50%
RENT AUTO.	8	44	21	2	4	20	15	42	43	21	20	20
OWN CAMPER	18	7	5	17	16	21	20	11	6	17	10	14
BUS	4	13	11	3	1	11	10	16	29	11	9	11
AIR	1	6	4	1	1	2	2	3	6	2	3	3
TRAIN	1	2	3	1	1	3	2	3	9	2	3	3
CRUISE		5	2	1	1	6	3	7	4	3	2	3
FERRY	14	20	22	10	15	21	14	14	24	17	17	17
OTHER	11	29	21	4	4	9	8	14	25	11	17	13

* Based on party-nights.

TRAVEL WITHIN B.C.	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
OWN AUTO.	60%	21%	50%	62%	3%	63%	87%	25%	9%	23%	50%
RENTED AUTO.	13	44	23	12	17	16	9	2	48	15	20
OWN CAMPER	9	3	18	24		19	1	94	3	1	14
BUS	11	14	10	5	39	4	2	2	24	28	10
AIR	3	8	1	3	4	2	1	1	6	2	3
TRAIN	3	3	3	3			1		6	5	3
CRUISE	1	2	2	1	39		1		4	15	3
FERRY	18	14	18	16	12	7	16	9	22	8	17
OTHER	20	26	7	7	20	8	4	2	30	28	13

* Based on parties.

7. Did you travel to B.C. as part of a packaged tour?

	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGH SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
NO	93%	94%	98%	97%	99%	97%	99%	94%	96%	95%
YES	7	6	2	3	1	3	1	6	4	5

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
NO	99%	96%	96%	98%	98%	88%	94%	78%	83%	91%	95%	92%
YES	1	4	4	2	2	12	6	22	17	9	5	8

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
NO	98%	97%	91%	95%	38%	94%	99%	99%	88%	53%	92%
YES	2	3	9	5	62	6	1	1	12	47	8

* Based on parties.

8. Which best describes the main purpose of this trip?

<u>MAIN PURPOSE</u>	<u>REGION</u>									<u>TOTAL</u>
	<u>SOUTH- WEST BC</u>	<u>VANCOVR ISLAND</u>	<u>OKANAGH SIMILKN</u>	<u>KOOTNAY COUNTRY</u>	<u>B.C. ROCKIES</u>	<u>HIGH COUNTRY</u>	<u>CARIBOO CHILCOT</u>	<u>NORTH N-WEST</u>	<u>PEACE R. ALASKA</u>	
BUSINESS	10%	3%	3%	7%	1%	1%	1%	2%	5%	6%
CONFERENCE/ CONVENTION	8	2	2	2	1	1	8	2	2	4
VISIT FRIENDS/ RELATIVES	32	23	36	31	21	30	21	22	19	28
TOURING TRIP	29	43	28	28	34	36	28	41	43	34
CITY TRIP	3	3	1					1		2
PERSONAL MATTERS	2	3	1	4	2	2	2	6	3	2
OUTDOORS TRIP	4	7	7	7	11	13	19	9	12	7
WILDERNESS/ ADVENTURE TRIP	2	2	2	1	4	3	10	8	13	3
RESORT VACATION	5	8	15	18	24	11	7	4	1	9
CRUISE	3	3				1	2	1		2
VISIT THEME PARK		1		1	2	1		3		1
EXHIBITION/ SPECIAL EVENT	2	1	5	2	1	1	2		2	2

* Based on party-nights.

MAIN PURPOSE	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
BUSINESS	5%	33%	14%	3%	2%	2%	5%	6%	5%	5%	12%	7%
CONFERENCE/ CONVENTION	2	4	8	2	2	2	5	7	4	3	5	4
VISIT FRIENDS/ RELATIVES	35	27	33	14	18	15	12	9	27	20	25	21
TOURING TRIP	21	22	26	39	43	49	49	54	50	39	31	39
CITY TRIP	1	3	3	8	4	3	2	2	1	3	3	3
PERSONAL MATTERS	5	2	2	4	1	1	2	1	2	2	4	2
OUTDOORS TRIP	8	5	5	10	13	7	7	5	2	8	5	7
WILDERNESS/ ADVEN. TRIP	2	1	2	2	2	2	4	2	6	3	1	2
RESORT VACATION	19		6	10	9	6	4	3	2	9	7	8
CRUISE	1	3	1			11	6	11	2	5	2	4
VISIT THEME PARK	1			3	1	1	3	1	1	1	2	1
EXHIBITION/ SPEC. EVENT	2	1	1	5	5	1	1	1		2	2	2

* Based on parties.

MAIN PURPOSE	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
BUSINESS		65%					2%		19%	1%	7%
CONFERENCE/ CONVENTION		35					3	2%	8	2	4
VISIT FRIENDS/ RELATIVES	90%						23	13	27	10	21
TOURING TRIP			93				41	46	25	47	39
CITY TRIP			7				4	1	2	4	3
PERSONAL MATTERS	10						3	1	2	1	2
OUTDOORS TRIP				40%			8	18	3	1	7
WILDERNESS/ ADVEN. TRIP				14			2	3	2	1	2
RESORT VACATION				46			10	11	5	4	8
CRUISE					100%		1		6	26	4
VISIT THEME PARK						37%	2	1	1	2	1
EXHIBIT/ SPEC. EVENT						63	3	3	1		2

* Based on parties.

8. Which best describes the main purpose of this trip?

<u>ALL MAIN PURPOSES</u>	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILIKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
BUSINESS	14%	6%	5%	5%	3%	3%	1%	2%	8%	9%
CONFERENCE/ CONVENTION	10	4	3	4	2	1	10	3	3	6
VISIT FRIENDS/ RELATIVES	53	45	59	59	35	47	48	43	34	49
TOURING TRIP	49	61	44	51	53	59	45	62	66	53
CITY TRIP	16	14	6	2	2	6	1	5	3	11
PERSONAL MATTERS	7	6	5	8	3	7	6	8	7	6
OUTDOORS TRIP	15	22	23	32	37	29	46	28	36	22
WILDERNESS/ ADVENTURE TRIP	7	11	10	3	11	15	34	25	35	11
RESORT VACATION	12	14	27	22	35	18	11	4	5	17
CRUISE	5	8	1	1	2	2	4	10	3	5
VISIT THEME PARK	4	5	7	6	8	6	6	5	1	5
EXHIBITION/ SPECIAL EVENT	6	3	9	5	2	3	4	4	5	5

* Based on party-nights.

ALL MAIN PURPOSES	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
BUSINESS	9%	38%	15%	6%	5%	5%	8%	7%	8%	8%	16%	10%
CONFERENCE/ CONVENTION	3	8	9	3	5	3	7	10	5	5	7	5
VISIT FRIENDS/ RELATIVES	57	59	58	23	31	27	26	19	44	37	39	38
TOURING TRIP	38	38	40	48	58	68	68	75	71	59	47	55
CITY TRIP	4	10	11	17	13	14	12	13	13	12	11	11
PERSONAL MATTERS	12	4	5	7	5	3	5	1	4	5	9	6
OUTDOORS TRIP	23	14	14	23	22	22	24	20	15	23	15	20
WILDERNESS/ ADVEN. TRIP	5	5	8	10	9	12	10	14	16	11	6	10
RESORT VACATION	26	3	14	15	16	14	10	8	9	16	11	14
CRUISE	2	6	2	2	5	16	10	19	2	9	4	7
VISIT THEME PARK	6	6	3	11	8	7	8	2	5	7	5	6
EXHIBITION/ SPEC. EVENT.	5	4	4	8	8	3	3	3	2	5	3	5

* Based on parties.

ALL MAIN PURPOSES	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
BUSINESS	5%	66%	2%	3%	1%	1%	5%	2%	23%		10%
CONFERENCE/ CONVENTION	1	41	1			3	4	2	10	2%	5
VISIT FRIENDS/ RELATIVES	93	25	20	20	4	29	39	30	45 *	17	38
TOURING TRIP	30	17	93	38	40	34	58	68	44	67	55
CITY TRIP	7	8	17	7	11	11	11	7	13	16	11
PERSONAL MATTERS	18	3	2	2		1	7	2	6	3	6
OUTDOORS TRIP	10	4	19	54	2	7	22	39	11	11	20
WILDERNESS/ ADVEN. TRIP	4	1	9	25	5	7	10	15	8	8	10
RESORT VACATION	5	2	8	50	7	13	16	18	10	9	14
CRUISE	3		5	2	100		3	2	9	38	7
VISIT THEME PARK	4	1	6	7		41	7	11	4	4	6
EXHIBITION/ SPEC. EVENT	3	3	3	1		63	5	8	4	1	5

* Based on parties.

9. Prior to your trip did you see any advertisements for travel to B.C.?

	REGION									
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	TOTAL
NO	41%	37%	31%	18%	35%	36%	51%	46%	36%	38%
YES	59	63	69	82	65	64	49	54	64	62

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
NO	31%	40%	52%	27%	21%	29%	46%	45%	54%	37%	40%	37%
YES	69	60	49	74	79	71	54	55	47	63	60	63

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
NO	39%	45%	37%	35%	28%	32%	35%	35%	44%	33%	37%
YES	61	55	63	65	73	68	65	65	56	67	63

* Based on parties.

9. If yes, what type?*

AD TYPE	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
T.V.	40%	37%	50%	41%	49%	46%	41%	27%	27%	41%
MAGAZINE	65	72	68	70	70	66	76	78	91	69
OTHER	31	27	21	24	19	29	28	27	32	27
CAN'T RECALL	7	7	3	5	6	8	5	5	3	6

* Based on party-nights for parties which claimed to have seen advertisements for travel to B.C. prior to their trip (in the previous question).

AD TYPE	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
T.V.	59%	21%	29%	58%	49%	46%	24%	20%	15%	42%	38%	41%
MAGAZINE	72	67	68	56	72	70	70	66	56	66	70	67
OTHER	16	23	19	31	29	25	28	31	47	27	25	27
CAN'T RECALL	5	10	9	6	4	6	8	9	5	6	8	7

* Based on parties which claimed to have seen advertisements for travel to B.C. prior to their trip (in the previous question).

AD TYPE	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
T.V.	51%	38%	35%	45%	28%	40%	49%	43%	30%	23%	41%
MAGAZINE	69	69	68	62	67	56	66	75	64	64	67
OTHER	20	18	33	25	23	32	26	24	26	39	27
CAN'T RECALL	7	9	5	7	12	5	6	2	10	6	7

* Based on parties which claimed to have seen advertisements for travel to B.C. prior to their trip (in the previous question).

10. Did you request and receive any travel information from Tourism B.C. before you left for your trip?

	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
NO	79%	73%	79%	77%	77%	78%	76%	61%	70%	76%
YES	22	27	21	23	23	22	24	39	30	24%

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
NO	85%	83%	84%	85%	81%	77%	77%	67%	66%	77%	84%	78%
YES	15	17	16	15	19	23	23	33	34	24	16	22

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
NO	86%	86%	73%	77%	81%	74%	82%	72%	78%	75%	78%
YES	14	14	27	23	19	26	18	29	22	25	22

* Based on parties.

10. If yes, did you request the information before or after you made your final decision to visit B.C.?*

	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
BEFORE	44%	43%	52%	48%	46%	45%	36%	46%	44%	45%
AFTER	56	57	48	52	54	55	64	54	56	55

* Based on party-nights for parties which answered yes to the previous question.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
BEFORE	42%	54%	32%	55%	41%	52%	40%	54%	44%	46%	42%	47%
AFTER	58	46	68	46	59	48	60	46	56	54	58	53

* Based on parties which answered yes to the previous question.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
BEFORE	40%	31%	53%	40%	53%	54%	49%	49%	38%	60%	47%
AFTER	60	69	47	60	47	46	51	51	62	40	53

* Based on parties which answered yes to the previous question.

11. Please indicate below the NUMBER of business and pleasure trips, of one night or more, that you have taken in the past 12 months of less than or more than 1,000 miles from home?

MEAN NUMBER OF:	REGION									
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	TOTAL
BUSINESS TRIPS										
<1000 MILES	2.1	1.8	1.9	2.6	1.5	1.4	0.8	1.0	1.9	1.9
>1000 MILES	1.3	1.0	0.6	0.5	0.4	0.4	0.2	0.7	0.6	1.1
PERSONAL TRIPS										
<1000 MILES	2.8	3.2	3.2	2.5	3.4	3.3	2.2	2.5	3.6	3.0
>1000 MILES	1.1	1.2	0.9	1.4	1.0	1.1	1.0	1.2	1.2	1.2

* Means are based on party-nights.

MEAN NUMBER OF:	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
BUSINESS TRIPS												
<1000 MILES	2.0	3.6	1.4	1.2	1.6	1.5	1.9	2.3	2.0	1.8	2.3	1.9
>1000 MILES	0.7	2.2	1.2	0.8	0.9	0.9	1.1	1.6	1.0	1.0	1.3	1.1
PERSONAL TRIPS												
<1000 MILES	3.0	2.3	2.4	3.8	3.7	3.0	3.1	2.8	2.4	3.0	3.1	3.0
>1000 MILES	1.0	1.0	0.9	1.2	1.5	1.3	1.5	1.6	0.9	1.2	1.2	1.2

* Means are based on parties.

MEAN NUMBER OF:	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
BUSINESS TRIPS											
<1000 MILES	1.1	5.7	1.6	1.5	1.6	1.3	1.7	1.0	2.8	1.5	1.9
>1000 MILES	0.6	4.2	0.7	0.6	0.7	1.0	0.8	0.2	2.1	0.7	1.1
PERSONAL TRIPS											
<1000 MILES	2.9	2.3	3.0	3.4	2.1	4.1	3.1	3.6	2.6	2.4	3.0
>1000 MILES	1.1	1.1	1.4	1.1	1.5	1.0	1.3	1.3	1.1	1.4	1.2

* Means are based on parties.

12. Is this your first visit to British Columbia?

	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
NO	69%	70%	84%	89%	87%	77%	84%	76%	74%	74%
YES	31	30	16	11	13	23	16	24	26	26

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
NO	99%	77%	83%	94%	86%	67%	64%	39%	36%	72%	79%	73%
YES	1	23	17	6	14	33	36	62	64	28	21	27

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
NO	85%	76%	61%	83%	66%	82%	78%	84%	65%	50%	73%
YES	16	24	40	17	34	18	22	16	35	50	27

* Based on parties.

13. If no, in total, how many trips of one night or more have you taken to B.C. in the past 3 years?*

# OF TRIPS	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
0	22%	26%	16%	11%	13%	15%	20%	21%	26%	20%
1	15	20	13	5	12	13	28	16	16	15
2	21	15	19	19	17	23	13	27	26	19
3	14	18	19	8	15	13	28	18	18	16
4-5	11	8	12	21	15	11	4	9	7	11
> 5	17	14	21	36	29	25	7	8	7	18
MEAN	3.2	2.9	3.6	8.2	4.8	4.0	2.1	2.7	2.3	3.5

* Based on party-nights for parties which answered no to the previous question.

# OF TRIPS	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
0	5%	26%	19%	8%	15%	35%	34%	38%	37%	22%	13%	19%
1	7	16	16	12	20	22	20	22	26	17	14	15
2	15	18	20	21	27	26	23	25	22	22	17	21
3	18	15	15	19	16	8	15	9	7	13	18	15
4-5	17	12	14	15	11	5	5	1	2	10	13	11
> 5	38	14	17	25	12	4	3	5	7	16	25	19
MEAN	6.1	2.9	3.5	4.9	2.9	1.8	1.8	1.6	1.5	3.3	4.7	3.7

* Based on parties which answered no to the previous question.

# OF TRIPS	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
0	15%	14%	28%	14%	40%	10%	17%	17%	23%	30%	19%
1	11	10	21	13	28	16	15	14	17	20	15
2	18	16	23	23	18	21	20	29	19	18	21
3	18	13	13	18	3	14	16	13	14	12	15
4-5	15	14	8	10	3	16	12	12	9	10	11
> 5	24	33	8	23	7	23	21	15	18	11	19
MEAN	4.4	6.4	2.2	3.9	1.8	4.6	4.1	3.1	3.6	2.1	3.7

* Based on parties which answered no in the previous question.

13. And did you visit Expo '86 in Vancouver last summer?

	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGH SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
NO	65%	73%	70%	60%	66%	69%	82%	65%	75%	68%
YES	35	27	30	40	34	31	18	35	25	32

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
NO	55%	67%	68%	52%	63%	78%	83%	87%	90%	70%	65%	68%
YES	45	33	32	48	37	22	18	14	11	30	36	32

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
NO	61%	64%	75%	65%	86%	55%	64%	67%	72%	85%	68%
YES	39	36	25	35	14	45	36	33	28	15	32

* Based on parties.

14. The total number of people (including yourself) in your travelling party is: _____.

PARTY SIZE	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
1	18%	10%	7%	4%	6%	4%	16%	17%	5%	12%
2	53	57	50	62	53	61	49	56	64	54
3	13	10	13	6	9	11	9	8	10	10
4	12	18	18	13	19	16	10	10	8	15
5-10	4	6	11	15	13	8	17	8	12	7
11 +	1	1	1		1	1		2	1	1
MEAN	2.4	2.7	2.8	2.9	2.9	2.8	2.7	2.5	2.7	2.6

* Based on party-nights.

PARTY SIZE	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
1	12%	26%	20%	10%	6%	9%	7%	9%	15%	10%	17%	12%
2	50	51	50	53	58	61	58	56	55	51	62	54
3	11	10	12	10	12	8	12	9	10	11	9	10
4	17	7	10	18	17	17	13	15	13	18	8	15
5-10	10	5	7	9	8	4	8	9	4	9	4	7
11 +		1	1	1		1	2	2	3	1	1	1
MEAN	2.7	2.2	2.4	2.8	2.7	2.5	2.8	2.8	2.6	2.8	2.3	2.6

* Based on parties.

PARTY SIZE	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
1	19%	43%	4%	7%	3%	2%	7%	3%	26%	7%	12%
2	52	33	60	55	64	58	55	65	49	57	54
3	12	10	12	9	3	5	12	7	10	6	10
4	11	7	17	20	17	17	19	12	10	12	15
5-10	7	6	6	9	9	17	8	13	3	12	7
11 +		1	2	1	4	2			2	6	1
MEAN	2.4	2.1	2.8	2.8	3.0	3.1	2.7	2.8	2.3	3.2	2.6

* Based on parties.

15. Please indicate the total number of males/females (including yourself) in your travelling party in each of the follow category.*

AGE	ORIGIN									SEASON	
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON
UNDER 15	20%	4%	11%	14%	15%	10%	11%	6%	4%	14%	5%
15 - 18	2	2	4	5	3	2	3	2	2	3	1
19 - 24	9	4	4	4	2	2	2	3	6	4	5
25 - 34	18	15	13	13	14	9	9	7	15	13	13
35 - 44	16	22	23	18	20	15	18	13	13	17	17
45 - 54	14	20	19	16	12	15	11	13	16	14	17
55 - 64	11	24	13	15	17	26	21	20	27	16	23
65 +	9	9	12	16	18	21	25	36	17	18	18

* Based on visitors.

AGE	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
UNDER 15	14%	6%	10%	16%	4%	17%	15%	13%	6%	7%	11%
15 - 18	4	1	2	3		3	4	2	2	2	3
19 - 24	7	5	3	5		8	5	2	5	3	4
25 - 34	14	16	11	15	5	11	16	6	14	6	13
35 - 44	13	29	17	17	11	13	17	11	19	17	17
45 - 54	14	22	15	12	16	14	14	15	17	12	15
55 - 64	17	14	22	14	25	19	14	25	21	23	19
65 +	18	6	20	18	39	14	14	25	16	31	18

* Based on visitors.

Composition of Party

PARTY COMPOSITION	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
1 ADULT	15%	7%	7%	5%	4%	6%	10%	14%	6%	12%
2 ADULTS	54	56	52	59	56	61	52	53	58	54
3 ADULTS	7	7	7	7	6	7	5	5	5	6
4 > ADULTS	10	13	10	8	8	7	16	11	8	10
ADULTS(S) WITH 1-2 CHILDREN	13	15	19	18	21	14	14	16	19	15
ADULTS(S) WITH 3+ CHILDREN	2	2	5	3	5	4	4	2	4	3

* Based on party-nights.

PARTY COMPOSITION	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
1 ADULT	11%	26%	19%	9%	7%	9%	7%	9%	14%	9%	16%	12%
2 ADULTS	48	52	50	53	57	61	56	56	56	51	61	54
3 ADULTS	6	8	6	5	9	5	8	5	7	6	7	6
4 > ADULTS	7	8	7	11	6	10	12	17	14	11	9	10
ADULT(S) WITH 1-2 CHILDREN	23	6	13	19	19	14	13	11	9	19	6	15
ADULT(S) WITH 3+ CHILDREN	6	1	4	3	4	1	3	2	1	4	1	3

* Based on parties.

PARTY COMPOSITION	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
1 ADULT	17%	41%	5%	7%	5%	1%	7%	3%	24%	8%	12%
2 ADULTS	51	34	59	54	63	55	54	64	50	54	54
3 ADULTS	7	6	7	5	3	3	8	4	6	3	6
4 + ADULTS	6	10	12	10	22	15	9	9	10	17	10
ADULT(S) WITH 1-2 CHILDREN	14	9	15	21	7	21	18	15	10	16	15
ADULT(S) WITH 3+ CHILDREN	4	1	2	4		6	4	5	1	3	3

* Based on parties.

16. Gender of respondent.

<u>GENDER</u>	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
MALE	47%	43%	36%	47%	41%	40%	46%	59%	55%	44%
FEMALE	53	57	64	53	59	60	54	41	45	56

* Based on party-nights.

<u>GENDER</u>	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
MALE	43%	55%	45%	42%	41%	43%	43%	47%	61%	44%	50%	46%
FEMALE	57	45	55	58	60	58	57	53	39	56	50	54

* Based on parties.

<u>GENDER</u>	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
MALE	39%	71%	43%	48%	43%	45%	45%	42%	51%	37%	46%
FEMALE	61	29	57	52	58	55	55	58	49	63	54

* Based on parties.

18. Origin of party.

PARTY ORIGIN	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
ALBERTA	13%	13%	45%	35%	49%	36%	12%	15%	10%	22%
SASKATCHEWAN	4	2	4	6	5	3		3	2	4
MANITOBA	3	2	2	6	4	3	3	2		3
ONTARIO	14	10	7	15	2	6	2	5	4	10
QUEBEC	3	2	3	2		1		1		2
OTHER CANADA	2		1	7	2				1	2
WASHINGTON	7	11	9	10	9	10	25	7	11	9
OREGON	3	6	4	7	3	6	12	7	7	5
CALIFORNIA	11	19	5	2	4	7	11	11	16	11
OTHER WESTERN STATES	7	13	4	5	9	6	8	18	25	9
EASTERN STATES	10	11	3	2	5	7	4	17	14	9
EUROPE	15	8	10	4	4	14	21	14	10	11
ASIA	1						2			1
AUSTRALIA/ NEW ZEALAND	4	3	1		2	2				3
OTHER WORLD	1		1							1

* Based on party-nights.

	ORIGIN								SEASON		TOTAL	
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON		LOW SEASON
ALBERTA	100%									19%	21%	19%
SASKATCHEWAN			42%							3	6	3
MANITOBA			24							2	2	2
ONTARIO		100%								7	9	7
QUEBEC			22							2	2	2
OTHER CDA.			12							1	2	1
WASHINGTON				100%						12	17	14
OREGON					100%					6	5	6
CALIFORNIA						100%				12	13	13
OTHER WESTERN STATES							100%			14	7	12
EASTERN STATES								100%		13	9	12
EUROPE									68%	7	6	7
ASIA									6	1		1
AUSTRALIA/ NEW ZEALAND									20	2	3	2
OTHER WORLD									6	1		1

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
ALBERTA	32%	13%	10%	32%	3%	17%	24%	26%	11%	7%	19%
SASKATCHEWAN	6	6	2	3	1		5	2	4		3
MANITOBA	3	3	2	2		2	2	1	3	1	2
ONTARIO	9	25	4	3	5	3	2	3	19	1	7
QUEBEC	2	4	1	1			1	1	3	3	2
OTHER CANADA	1	3	1		1	1	1		3		1
WASHINGTON	10	7	15	18		33	20	17	1	12	14
OREGON	5	3	7	9		11	10	7	1	2	6
CALIFORNIA	9	5	16	11	36	8	12	18	9	20	12
OTHER WESTERN STATES	7	11	14	10	17	15	13	16	7	13	12
EASTERN STATES	5	14	16	7	33	7	8	8	16	33	12
EUROPE	8	4	9	4	1	4	3	1	16	4	7
ASIA	1	1							1	1	1
AUSTRALIA/ NEW ZEALAND	2	2	3		2			1	5	4	2
OTHER WORLD	1		1	1	2		1		1	1	1

* Based on parties.

19. Your TOTAL HOUSEHOLD income in Canadian Funds is:

<u>TOTAL INCOME</u>	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
UNDER \$20,000	11%	8%	10%	16%	17%	14%	9%	14%	17%	12%
\$20,000 - \$39,999	32	28	39	42	40	38	31	25	38	33
\$40,000 - \$59,999	25	27	26	17	27	27	34	36	25	26
\$60,000 +	32	37	25	26	16	21	27	25	21	29

* Based on party-nights.

<u>TOTAL INCOME</u>	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
UNDER \$20,000	17%	9%	19%	10%	12%	7%	6%	4%	15%	11%	12%	11%
\$20 - \$39,999	39	28	35	35	34	23	29	24	32	32	30	31
\$40 - \$59,999	24	21	24	29	34	28	32	23	25	26	27	27
\$60,000 +	20	43	22	26	20	42	34	49	28	31	32	31

* Based on parties.

<u>TOTAL INCOME</u>	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
UNDER \$20,000	19%	4%	8%	12%	6%	17%	11%	15%	9%	13%	11%
\$20,000-\$39,999	34	21	33	35	26	25	36	33	25	23	31
\$40,000-\$59,999	27	23	28	26	23	29	27	31	24	28	27
\$60,000 +	20	53	32	28	45	30	27	21	42	36	31

* Based on parties.

20. Is a portion of this trip being paid for through business?

	REGION									
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	TOTAL
NO	80%	92%	94%	90%	96%	96%	91%	96%	95%	88%
YES	20	8	6	10	4	4	9	5	5	12

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
NO	92%	61%	79%	95%	92%	93%	90%	86%	90%	90%	82%	88%
YES	8	39	21	5	8	7	10	14	11	10	18	12

* Based on parties.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
NO	94%	21%	97%	97%	93%	94%	94%	99%	71%	98%	88%
YES	6	79	3	3	7	6	6	1	29	3	12

* Based on parties.

REGION OF OVERNIGHT STAY*

<u>REGION</u>	<u>ORIGIN</u>									<u>SEASON</u>		<u>TOTAL</u>
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
SOUTHWESTERN B.C.	24%	57%	51%	31%	28%	41%	31%	45%	55%	37%	46%	40%
VANCOUVER ISLAND	13	23	13	27	29	37	32	27	16	21	23	22
OKANAGAN - SIMILKAMEEN	19	7	10	9	8	4	5	3	8	10	8	9
KOOTENAY COUNTRY	3	3	4	2	3		1		1	3	1	2
B.C. ROCKIES	23	2	13	10	7	4	11	6	4	12	8	10
HIGH COUNTRY	13	5	6	9	10	5	5	7	9	8	9	8
CARIBOO CHILCOTIN - COAST	1		1	6	5	2	2	1	3	2	1	2
NORTH BY NORTHWEST	3	2	2	3	6	4	8	8	4	5	2	4
PEACE RIVER - ALASKA HWY	1	1	1	2	3	3	6	3	1	2	1	2

* Based on party-nights.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
SOUTH WESTERN B.C.	45%	72%	35%	23%	55%	35%	31%	19%	60%	35%	40%
VANCOUVER ISLAND	19	13	29	20	34	15	22	16	21	41	22
OKANAGAN - SIMILKAMEEN	11	5	8	11	2	21	12	12	7	3	9
KOOTENAY COUNTRY	2	2	2	3		2	3	3	1		2
B.C. ROCKIES	8	2	10	21	1	11	13	21	3	13	10
HIGH COUNTRY	9	2	8	11	4	7	11	12	4	4	8
CARIBOO CHILCOTIN - COAST	2	2	2	4	2	2	2	4	1	2	2
NORTH BY NORTHWEST	4	2	5	4	2	5	4	7	3	2	4
PEACE RIVER - ALASKA	2	2	3	3		2	2	6	1	1	2

* Based on party-nights.

TYPE OF ACCOMMODATION*

	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
HOTEL	29%	16%	2%		3%	4%	1%	6%	2%	16%
MOTEL	17	32	26	26	30	32	13	26	16	24
RESORT	1	2	2		4	4	2			2
CAMPER/TRALER/RV	11	21	32	38	42	34	48	40	69	24
WITH FRIENDS/ RELATIVES	36	19	34	20	13	17	26	21	10	26
PRIVATE COTTAGE		1		5	2	1			1	1
BED & BREAKFAST	1	2		1						1
COMMERCIAL COTTAGE		1		10	4	2	8	1	1	1
FISHING/HUNTING LODGE		1			1	1	1	4	1	1
APARTMENT/CONDO./ CAMPUS	4	1	3		1	1				2
BOAT/CRUISE/TRAIN	2	5				4	1	2		3

* Based on party-nights.

	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
HOTEL	6%	27%	19%	13%	8%	19%	13%	27%	20%	15%	20%	16%
MOTEL	20	20	19	29	32	21	31	33	21	21	30	24
RESORT	3	1	1	4	2	1	2	2		2	2	2
CAMPER/ TRAILER/RV	28	9	12	31	38	31	35	19	21	27	16	24
WITH FRIENDS/ RELATIVES	35	34	44	14	13	16	11	8	31	25	27	26
PRIVATE COTTAGE	2					1			1	1	1	1
BED & BREAKFAST	1		1	1	2	2	1	2	1	1	1	1
COMMERCIAL COTTAGE	2	1	1	2	3	1	1		1	2	1	1
FISHING/HUNT- ING LODGE			1	4			1	1	1	1	1	1
APT./CONDO./ CAMPUS	2	3		1		1	3	1	4	2	1	2
BOAT/CRUISE/ TRAIN	1	4	2	1	2	7	4	8	1	4	2	3

* Based on party-nights.

	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
HOTEL	6%	47%	20%	9%	27%	15%	10%	1%	28%	22%	16%
HOTEL	16	21	34	21	6	26	37	2	19	17	24
RESORT		1	1	5		1	1	2	2		2
CAMPER/TRAILER/RV	9	9	29	46	2	40	20	84	7	11	24
WITH FRIENDS/ RELATIVES	63	15	9	8	5	14	24	8	36	23	26
PRIVATE COTTAGE	1			1			1	1		1	1
BED & BREAKFAST	1		2	1		1	1		1	2	1
COMMERCIAL COTTAGE	1		1	3		1	2	1	1		1
FISHING/HUNTING LODGE			1	2		2	1		1	1	1
APT./CONDO/CAMPUS	1	8	1	2		1	2		4		2
BOAT/CRUISE/TRAIN			2	3	59	1	2	1	3	25	3

* Based on party-nights.

DAILY ACTIVITIES

<u>ACTIVITIES</u>	<u>REGION</u>									<u>TOTAL</u>
	<u>SOUTH- WEST BC</u>	<u>VANCOVR ISLAND</u>	<u>OKANAGN SIMILKN</u>	<u>KOOTNAY COUNTRY</u>	<u>B.C. ROCKIES</u>	<u>HIGH COUNTRY</u>	<u>CARIBOO CHILCOT</u>	<u>NORTH N-WEST</u>	<u>PEACE R. ALASKA</u>	
WENT SHOPPING	41%	44%	38%	26%	31%	24%	20%	24%	23%	37%
TOOK A TOUR	12	15	8	7	6	6	9	10	5	11
SIGHTSEEING	50	64	37	43	46	41	31	47	42	49
TRAVELLING/PASSING THROUGH	13	16	26	29	27	43	31	47	47	23
BUSINESS	15	5	4	4	1	2	5	3	6	8
OUTDOOR ACTIVITES	22	28	34	25	51	33	38	20	23	27
SPORTING ACTIVITIES	8	7	16	15	22	16	19	11	14	11
NIGHTLIFE	12	7	8	1	8	3	2	3	7	8
OTHER ACTIVITIES	4	3	2	4	6	2	6	3	3	4

VISITED

BEACH/LAKESHORE	23	32	46	39	16	30	26	16	21	26
MUSEUM/GALLERY	9	20	4	9	6	5	9	10	19	10
HISTORICAL SITE	13	21	7	11	14	10	14	14	18	14
FAIR/AMUSEMENT PARK	5	4	7	3	4	3	2	2	3	4
GARDENS/PARKS	30	35	14	12	18	12	6	12	7	24
FRIENDS/RELATIVES	32	21	36	34	19	17	19	16	21	26
OTHER	3	3	2	2	6	4	4	2	1	3

ATTENDED

SPORTING EVENT	2	1	2		2	1	4	1	2	2
FESTIVAL/SPECIAL EVENT	3	2	6	1	2	1		1	2	3
CULTURAL PERFORMANCE	3	2	3	3	3	1	1	3	2	3
OTHER EVENT	2	1	1		2	1		1	2	1

* Based on party-nights.

ACTIVITIES	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
WENT SHOPPING	33%	32%	34%	39%	38%	43%	33%	42%	39%	37%	36%	37%
TOOK A TOUR	6	9	7	8	11	13	12	18	15	11	10	11
SIGHTSEEING	36	41	40	52	52	60	61	65	54	50	49	49
TRAVELLING/ PASSING THROUGH	20	17	18	24	30	23	35	22	23	23	22	23
BUSINESS	7	22	12	4	6	4	7	8	5	6	12	8
OUTDOOR ACTIVITIES	38	19	20	33	27	23	21	30	25	31	21	27
SPORTING ACTIVITIES	19	5	9	11	9	8	9	7	11	12	10	11
NIGHTLIFE	11	9	11	8	7	6	6	6	8	8	10	8
OTHER ACTIVITIES	4	4	4	4	2	4	4	2	4	3	5	4
<u>VISITED</u>												
BEACH/ LAKESHORE	29	28	22	29	27	25	23	18	30	28	23	26
MUSEUM/ GALLERY	5	8	7	11	15	16	14	18	10	11	9	10
HISTORICAL SITE	7	9	10	15	21	20	18	22	15	13	15	14
FAIR/AMUSE- MENT PARK	5	3	4	4	4	4	3	4	5	5	3	4
GARDENS/PARKS	15	23	14	25	26	28	31	35	31	24	24	24
FRIENDS/ RELATIVES	38	37	44	15	16	20	12	8	20	24	30	26
OTHER	3	3	3	3	3	3	4	2	4	3	3	3

<u>ATTENDED</u>	<u>ORIGIN</u>									<u>SEASON</u>		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
SPORTING EVENT	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%
FESTIVAL/ SPEC. EVENT	3	2	2	4	4	2	1	3	2	3	2	3
CULTURAL PERFORMANCE	2	2	3	3	4	3	2	2	3	3	2	3
OTHER EVENT	1	1	1	1		1	2	1	1	1	2	1

* Based on party-nights.

<u>ACTIVITIES</u>	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
WENT SHOPPING	37%	28%	41%	32%	54%	34%	35%	32%	39%	51%	37%
TOOK A TOUR	8	9	14	7	32	10	9	9	12	31	11
SIGHTSEEING	42	31	63	44	63	53	50	50	48	61	49
TRAVELLING/PASSING THROUGH	18	13	28	24	21	23	27	31	16	16	23
BUSINESS	4	55	3	2	2	5	4	2	15	2	8
OUTDOOR ACTIVITIES	23	14	26	46	11	24	30	32	23	17	27
SPORTING ACTIVITIES	9	7	8	23	5	16	13	16	8	4	11
NIGHTLIFE	9	15	8	7	6	6	8	3	11	11	8
OTHER ACTIVITIES	6	3	2	4	1	6	4	2	4	6	4
<u>VISITED</u>											
BEACH/LAKESHORE	26	13	27	33	13	22	27	29	26	18	26
MUSEUM/GALLERY	6	6	15	9	18	10	11	10	9	18	10
HISTORICAL SITE	9	9	21	11	22	12	14	16	12	25	14
FAIR/AMUSEMENT PARK	4	2	5	4	4	5	5	4	4	2	4
GARDENS/PARKS	19	17	33	18	36	25	24	17	27	34	24
FRIENDS/RELATIVES	53	19	13	14	10	18	25	20	30	20	26
OTHER	3	3	3	3	5	6	3	2	3	6	3

<u>ATTENDED</u>	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
SPORTING EVENT	2%	1%	1%	2%		12%	1%	2%	1%	1%	2%
FESTIVAL/SPECIAL EVENT	2	4	2	1	2	21	2	3	3	2	3
CULTURAL PERFORMANCE	3	2	3	2	5	3	2	2	3	4	3
OTHER EVENT	2	2	1	1		1	1	1	1	1	1

* Based on party-nights.

ESTIMATION OF WHAT YOU AND YOUR PARTY SPENT (IN CDN. FUNDS) EACH DAY ON EACH OF THE FOLLOWING

MEAN EXPENDITURES FOR:	REGION									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
ACCOMMODATION	\$46	\$41	\$22	\$17	\$31	\$28	\$16	\$26	\$16	\$36
AUTO. TRANSPORTATION	13	12	14	18	16	20	21	27	34	15
OTHER TRANSPORTATION	6	14	1		1	1	1	12	1	7
PACKAGE/CRUISE	10	16	3		1	10	7	30	8	12
RESTAURANTS	35	29	19	14	19	17	11	19	13	26
GROCERIES/BEVERAGES	8	6	9	10	8	8	8	10	10	8
RECREATION/ENTERTAINMENT	6	7	4	3	6	3	4	1	2	5
SHOPPING/SOUVENIRS	28	21	12	5	7	8	4	9	6	18
OTHER	6	4	3	5	4	5	3	3	3	5
SUM OF EXPENDITURES	157	150	86	72	92	98	76	134	91	131

* Based on party-nights.

MEAN EXPENDITURES FOR:	ORIGIN									SEASON		TOTAL
	ALBERTA	ONTARIO	OTHER CANADA	WASHING	OREGON	CALIFOR	OTHER WEST-US	OTHER U.S.A.	INTERNAT	HIGH SEASON	LOW SEASON	
ACCOM.	\$23	\$51	\$29	\$34	\$31	\$36	\$35	\$57	\$38	\$33	\$43	\$36
AUTO. TRANS.	13	20	16	11	14	15	19	17	15	17	13	15
OTHER TRANS.	2	7	6	8	6	10	9	8	8	6	8	7
PKG/CRUISE	6	14	3	6	8	23	10	34	12	13	12	12
RESTAURANTS	20	40	24	25	21	27	24	34	27	25	31	26
GROC./BEV.	7	12	6	7	7	7	7	5	9	8	8	8
REC./ENT.	4	4	5	5	5	6	4	8	5	6	4	5
SHOP./SOUV.	10	23	17	17	14	23	15	20	28	18	20	18
OTHER	5	7	3	4	2	4	3	4	8	4	6	5
SUM OF EXP.	89	177	109	115	107	151	124	183	149	128	142	131

* Based on party-nights.

MEAN EXPENDITURES FOR:	TRIP PURPOSE						MODE OF TRAVEL				TOTAL
	FRIENDS RELATIVE	BUSINES CONFERENCE	TOURING & CITY	OUTDOOR & RESORT	CRUISE	OTHER	AUTO	RECREAT VEHICLE	AIR	OTHER	
ACCOM.	\$17	\$74	\$41	\$31	\$43	\$37	\$34	\$12	\$49	\$33	\$36
AUTO. TRANS.	13	18	16	17	10	17	13	22	17	6	15
OTHER TRANS.	4	8	9	4	8	9	6	4	8	12	7
PKG/CRUISE	1	6	11	14	182	1	4	2	17	91	12
RESTAURANTS	21	45	29	18	28	31	26	10	34	26	26
GROC./BEV.	8	10	6	9	2	7	7	9	8	4	8
REC./ENT.	3	5	6	5	9	6	5	5	5	6	5
SHOP./SOUV.	21	21	18	12	41	20	16	7	26	29	18
OTHER	5	7	5	4	3	4	4	3	6	4	5
SUM OF EXP.	93	193	140	112	314	132	114	75	169	204	131

* Based on party-nights.

G. SCREENER RESULTS

In addition to the tourists, 0.96 million out-of-province excursionists (same day visitors) came to B.C. between July and October 1987. Although they represent 21% of all visitors, they account for only 4% of the days spent by visitors in B.C. and less than 3% of the expenditures.

The screeners provided information about excursionists, who were on a day visit to B.C., and tourists, who stayed at least one night in the province.

- The average size of parties of tourists and excursionists was the same: 2.6.
 - The size of excursionist parties was higher in Vancouver Island (3.7) and lower in High Country (1.1) and Kootenay Country (1.8).
 - Excursionist parties were also larger, on average, from Eastern U.S. (3.3), offshore (3.1) and California (2.9).
- 87% of the excursionist parties came to Southwest B.C., of which 83% were from Washington.
- The main trip purpose for excursionists and tourists were very similar, although excursionists were slightly more likely to come for recreation rather than to visit friends or relatives.

1. MAIN PURPOSE OF TRIP

	<u>Excursionists</u>	<u>Tourists</u>
Recreation	68%	64%
Visiting Friends or Relatives	19%	23%
Business	<u>13%</u>	<u>13%</u>
	100%	100%

- Recreation was more likely to be the trip purpose among parties of excursionists from offshore (93%), Eastern States (93%), California (91%), Western U.S. (87%) and Oregon (87%).
- Visiting friends and relatives was more likely among excursionist parties from Washington (23%).
- Business was a more likely trip purpose among excursionist parties from Ontario (28%) and from areas of Canada other than Alberta and Ontario (33%).
- Mode of transport to B.C. varies among parties of tourists and excursionists (p.86) with cars and station wagons being more common among excursionists (74% of parties) than tourists (45%). Tourists were far more likely to arrive by air (24% vs. 1% for excursionist parties.)

2. MODE OF TRANSPORT TO B.C.

	<u>Excursionists</u>	<u>Tourists</u>
Car, station wagon	74%	45%
Van, pick-up	14%	11%
Trailer, camper	9%	7%
Recreation vehicle	1%	7%
Bus	1%	2%
Plane	1%	24%
Cruise	0%	2%
Other	<u>0%</u>	<u>2%</u>
	100%	100%

The origin of tourists and excursionists also differed. Excursionist parties were far more likely to arrive from Washington State than elsewhere (74% vs. just 14% of the tourist parties).

3. ORIGIN OF EXCURSIONISTS AND TOURISTS

	<u>Excursionists</u>	<u>Tourists</u>
Alberta	8%	21%
Ontario	2%	7%
Other Canada	3%	9%
Washington	74%	14%
Oregon	2%	5%
California	4%	13%
Other Western U.S.	4%	11%
Other U.S.	1%	10%
International	<u>1%</u>	<u>10%</u>
	100%	100%

H. IN-DEPTH INTERVIEW RESULTS

This section deals with the results of the 1005 in-depth telephone interviews with North American visitors and in-depth personal interviews with international travellers as they were returning home.

1. AREAS VISITED

- 48% of the parties spent at least one night in Greater Vancouver. This proportion was higher among parties:
 - From Eastern U.S. (68%) and offshore (85%).
 - On business trips (94%) and cruises (61%).
- 38% of the parties spent one or more nights on Vancouver Island. Overnight visits were more likely among parties:
 - From Eastern U.S. (61%), California (54%) and Ontario (56%).
 - On cruises (67%) and touring or city trips (49%).
- 50% of the parties spent at least one night in other areas of B.C. Spending nights outside Greater Vancouver or Vancouver Island was more common among parties:
 - From Alberta (85%), Ontario (84%) and other areas of Canada (85%).
 - On outdoors or resort vacations (71%) and visiting friends and relatives (57%).
- 79% of the parties which stayed in areas outside Greater Vancouver and Vancouver Island visited one other area. (21% stayed in two or more other areas.)

2. B.C. AS A VACATION DESTINATION

- Many different words and phrases came to mind to describe B.C. as a vacation destination, although only five were mentioned by 10% or more of the total respondents. They were:
 - Scenic (27%)
 - Friendly (21%)
 - Beautiful (General) (15%)
 - Mountains (15%)
 - Nice place (14%)

3. SEASONS LIKELY TO VISIT B.C. FOR A VACATION

- Summer was the most popular season to visit B.C.. 74% indicated summer was a likely season for them to visit B.C. for a vacation, compared with 34% who considered spring a likely time and 33% who considered autumn. Only 20% indicated they were likely to vacation in B.C. during the winter.

4. BEST AND WORST ASPECTS OF GREATER VANCOUVER AND VANCOUVER ISLAND

- The best aspects in Greater Vancouver and Vancouver Island were considered to be:
 - Friendliness (20%)
 - Scenery (17%)
 - Gardens (12%)
 - Weather (10%)
 - Butchart Gardens (10%)
 - Food (10%)
- 60% had no criticisms of Greater Vancouver or Vancouver Island.

- No single "worst aspect" was mentioned by more than 7% of the respondents. The five most common criticisms of Greater Vancouver or Vancouver Island were:

- Weather (7%)
- Traffic (6%)
- High Prices (4%)
- Accommodation (3%)
- Ferry System (3%)

5. BEST AND WORST ASPECTS OF AREAS OUTSIDE GREATER VANCOUVER AND VANCOUVER ISLAND

- The best aspects of areas outside Greater Vancouver and Vancouver Island were considered to be:

- Scenery (46%)
- Weather (24%)
- Friendliness (20%)
- Family (15%)
- Lakes (13%)
- Recreation (13%)
- Outdoors (10%)

- 67% of the visitors to regions outside Greater Vancouver and Vancouver Island had no criticisms of these other areas, and could not indicate a "worst aspect."

- The weather was the only criticism of these areas which was mentioned by over 10% of the respondents (14% criticized the weather.)

- The six most common criticisms of these other areas were:

- Weather (14%)
- Accommodation (6%)
- Road (5%)
- Campgrounds (5%)
- High prices (4%)
- Crowded (4%)

6. OTHER DESIRABLE DESTINATIONS

- B.C. is the most popular destination for a vacation of three or more nights in the next two years (47%).

The other likely destinations mentioned by 10% or more of the respondents were:

- Areas in Canada other than Alberta or Ontario (20%)
- Eastern U.S. (20%)
- Europe (15%)
- Alberta (12%)
- California (10%)

- Destinations which were less frequently mentioned were:

- Hawaii (8%)
- Other Sun Spots (7%)
- Ontario (7%)
- U.K. (6%)
- Washington (5%)
- Australia/New Zealand (5%)
- Alaska (4%)
- Oregon (3%)
- Asia (3%)
- Japan (1%)

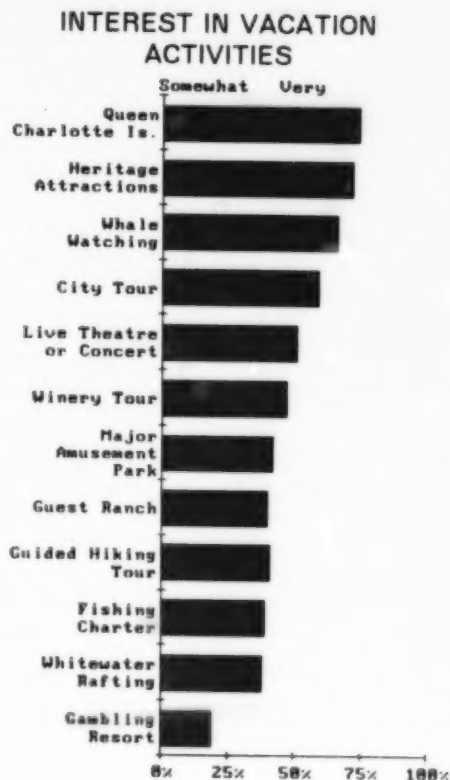
- Only 3% indicated they would not be taking a vacation in the next two years.

7. INTEREST IN VARIOUS VACATION ACTIVITIES

Respondents were asked to rate on a four-point scale their interest in participating in a series of 12 vacation activities.

There was a wide range of interest expressed for the activities; from 19% who were interested in visiting a gambling resort to 75% who had some interest in a visit to the Queen Charlotte Islands.

The chart opposite ranks the 12 activities in order of combined "very" and "somewhat" interested. The percentage of visitors who indicated an interest in the activities are detailed in the table below.



	<u>Very Interested</u>	<u>Somewhat Interested</u>
	%	%
Visiting the Queen Charlotte Is.	44	30
Visiting heritage attractions	33	39
Whale watching	39	27
Taking a city tour	30	29
Attending live theatre or concert	26	25
Taking a winery tour	21	26
Visiting a major amusement park	19	23
Staying at a guest ranch	14	26
Taking a guided hiking tour	16	25
Taking a fishing charter	23	16
Whitewater rafting	19	19
Visiting a gambling resort	10	9

There was often greater interest among visitors from different countries and on different types of vacations. These categories are listed below. Level of interest is shown as % very interested/% somewhat interested:

	Categories with Higher Levels of Interest
• Visiting the Queen Charlotte Islands	- Eastern States (48%/43%) - Outdoor and resort vacationers (47%/34%).
• Visiting heritage attractions	- Western U.S. (46%/34%) - Offshore countries (44%/35%) - Ontario (11%/68%) - California (42%/36%).
• Whale watching	- Ontario (58%/36%) - Canadian areas other than Alberta and Ontario (46%/32%).
• Taking a city tour	- Ontario (19%/77%) - Eastern U.S. (46%/32%) - Cruise vacationers (55%/27%).
• Attending live theatre or concerts	- Offshore countries (36%/25%) - Cruise vacationers (39%/27%).
• Taking a winery tour	- Visitors who came for exhibitions, special events or theme parks (36%/22%).
• Visiting a major amusement park	- Visitors who major trip purpose was to visit an exhibition, special event or theme park (46%/19%).
• Staying at a guest ranch	- Cruise vacationers (27%/32%) - Other areas of Canada than Alberta and Ontario (7%/42%).
• Taking a guided hiking tour	- Ontario (24%/41%) - Areas of Canada other than Ontario and Alberta (19%/33%).

- Taking a fishing charter - Areas of Canada excluding Alberta and Ontario (28%/17%)
 - Business travellers (37%/24%)
 - Outdoors and resort vacationers (26%/20%).
- Whitewater rafting
 - Outdoor and resort vacationers (27%/25%)
- Visiting a gambling resort
 - Ontario (29%/0%)
 - Cruise visitors (22%/12%).

7. USEFUL SOURCES OF INFORMATION ABOUT VACATION DESTINATIONS

Respondents were asked to rate on a four-point scale the usefulness of various sources of information on possible vacation destinations.

- Information from family or friends is considered the most useful of the five sources evaluated. 62% considered this source very useful and 26% considered it somewhat useful.

The table below shows the relative perceived usefulness of information sources.

<u>Information Source</u>	<u>Very Useful</u>	<u>Somewhat Useful</u>
Information from Relatives or Friends	62%	26%
Brochures that you receive by mail	29%	26%
Travel agents' Recommendations	19%	23%
Newspaper or Magazine Ads	15%	32%
Radio or TV advertisements	10%	17%

- Information from friends were considered even more useful to visitors: (Information is shown as % very useful/% somewhat useful)
 - From Ontario (47%/53%), and offshore countries (72%/18%).
 - Arriving to visit friends or relatives (69%/21%).

- Mail brochures were considered more useful to visitors:
 - From Eastern States (41%/34%), Oregon (36%/36%) and Western States (43%/16%).
 - On cruises (33%/44%).

- Recommendations from travel agents were more useful to visitors:
 - From Ontario (49%/48%) and offshore (27%/30%).
 - On cruises (39%/25%) and on business trips (26%/23%).

- Newspaper or magazine advertisements were considered more useful to visitors:
 - From Eastern U.S. (19%/41%).
 - On cruises (23%/45%).

I. COMPARISONS WITH 1979 SURVEY

As mentioned earlier, this 1987 visitor survey is the first province wide survey since 1979. How has the visitor industry changed over this eight year time span? To measure these changes, a comparison has been made, charting the differences between 1979 and 1987.

The reader is cautioned to keep the following points in mind when reviewing the comparisons:

- The 1979 survey was an "exit" survey using personal interviews while the 1987 version was an "entry" survey employing a self-completed diary technique plus a follow-up telephone interview.
- The 1979 survey began May 18 and finished October 31 while the 1987 survey ran from June 27 to October 31.
- The 1979 survey involved a sample of 14,707 personal interviews compared to 13,743 "screening" interviews with 3,225 returned diaries, plus 1,005 in-depth telephone interviews in the 1987 version.

The following tables depict comparisons between 1979 and 1987 in terms of visitor parties, visitor origin, length of stay, mode of transportation, party size, accommodations and expenditures.

A final table is included which compares the 1979 and 1987 surveys with two earlier surveys done in 1974 and 1963. This time-series produces a very useful comparison of the British Columbia travel industry covering a span of 25 years. This very long period of time over which to make comparisons of traveller characteristics is unparalleled in Canada and probably in North America.

Due to sample selection differences, different survey methodologies and differing time frames, the reader is cautioned about the interpretation. However, the general trends depicted by these four surveys covering a one-quarter century span are significant.

1. ORIGIN OF VISITOR PARTIES

<u>ORIGIN</u>	<u>1979</u>	<u>1987</u>
Alberta	33%	19%
Saskatchewan	5	3
Manitoba	2	2
Ontario	6	7
Quebec	1	2
Other Canada	1	1
Total Canada	48%	34%
Washington	18	14
Oregon	5	6
California	11	13
Other Western U.S.	6	12
Other U.S.	5	12
Total U.S.	47	56
Europe	4	7
Asia	1	1
Australia/N.Z.	1	2
Other World	0	1
Total International	<u>6</u>	<u>10</u>
	100%	100%

- There is a sizeable decrease in the relative proportions of visitors from Canada, with Alberta down dramatically.
- There is a substantial increase in the relative proportion of travellers from the USA, especially the more distant states. Visitors from Washington actually decreased significantly, while the average for the three West Coast states was down marginally.
- The 1979 survey covering six months from May to October involved a visitation of 1,661,000 parties while the 1987 survey covered 1,355,000 parties over a four month period from late June to October.

2. TOTAL NIGHTS AWAY FROM HOME (BASED ON VISITOR PARTIES)

<u>NUMBER OF NIGHTS</u>	<u>1979</u>	<u>1987</u>
1	7%	4%
2	10	7
3	9	5
4	7	5
5 - 7	18	15
8 - 10	11	14
11 - 15	14	18
16 - 20	4	9
21+	19	22
	100%	100%
Average	13.9 nights	15.8 nights

- There is a dramatic shift towards fewer shorter trips. Trips of fewer than three days have dropped from 26% to 17%.
- Trips of more than two weeks duration have increased significantly from 24% to 31%.
- The average length of trip has actually increased by two days from 14 nights to 16 nights.

3. LENGTH OF STAY IN B.C. (PARTY NIGHTS)

<u>NUMBER OF NIGHTS</u>	<u>1979</u>	<u>1987</u>
1	17%	11%
2	19	21
3	14	14
4	10	10
5 - 7	19	22
8 - 10	8	8
10+	<u>13</u>	<u>14</u>
	100%	100%
Average	6.1 nights	5.7 nights

- Length of time spent in B.C. decreased from 6.1 to 5.7 nights.
- Number of one nights trips have decreased significantly from 17% to 11%.
- Trips in the 5 - 7 night duration have increased from 19% in 1979 to 22% in 1987.

4. B.C. AS MAIN DESTINATION (VISITOR-PARTIES)

<u>RESPONSE</u>	<u>1979</u>	<u>1987</u>
Yes	75%	62%
No	<u>25%</u>	<u>38%</u>
	100%	100%

- There was a major change in the choice of B.C. as the main destination from three-quarters in 1979 to approximately 6 out of 10 in 1987.

5. TRAVELLING AS PART OF A TOUR (VISITOR-PARTIES)

<u>RESPONSE</u>	<u>1979</u>	<u>1987</u>
Yes	5%	8%
No	<u>95%</u>	<u>92%</u>
	100%	100%

- There was a significant relative increase in the proportion of people travelling as part of a tour, from 5% in 1979 to 8% in 1987.

6. PARTY SIZE (VISITOR-PARTIES)

<u>NUMBER</u>	<u>1979</u>	<u>1987</u>
1	20%	12%
2	47	55
3	11	10
4	13	15
5 - 10	8	7
11+	<u>1</u>	<u>1</u>
	100%	99%
Average	2.7 persons	2.6 persons

- There was a sizeable decrease in the proportion of one person parties from 20% to 12%.
- There was an increase in the number of two person parties from 47% to 54%.

7. MAIN PURPOSE OF TRIP (VISITOR-PARTIES)

<u>PURPOSE</u>	<u>1979</u>	<u>1987</u>
Business	10%	11%
Pleasure	82	83
Personal	2	2
Other	<u>6</u>	<u>4</u>
	100%	100%

- There was a slight increase in the proportion of business (including conventions) travel.
- The proportion of pleasure travellers remained constant at approximately 82%.

8. MODE OF TRANSPORTATION TO B.C. (VISITOR-PARTIES)

<u>MODE</u>	<u>1979</u>	<u>1987</u>	
	(TO B.C.)	(TO B.C.)	(IN B.C.)
Own Automobile	60%	48%	50%
Rented Auto	N.A.	8	20
R.V.	15	14	14
Bus	2	3	11
Plane	19	30	3
Train	1	1	3
Cruise	N.A.	4	3
Ferry	2	11	17
Other	<u>1</u>	<u>1</u>	<u>13</u>
	100%	120%	133%

- The automobile has retained its dominance as the preferred mode of travel of over one-half of visitors.
- R.V.'s have remained stable at about 14%.
- Air entries have increased significantly in relative proportions from 19% in 1979 to 30% in 1987.
- Note: Multiple responses were permitted in 1987.

9. ACCOMMODATION TYPE (VISITOR-PARTIES)

<u>ACCOMMODATION</u>	<u>1979</u>	<u>1987</u>
Hotels	15%	16%
Motels	30	24
Resorts	1	2
Friends/Relatives	22	26
Cottage	2	2
Bed & Breakfast	N.A.	1
Campground/R.V. Site	27	24
Fishing/Hunting Lodge	N.A.	1
Apt./Condo/Campers	N.A.	2
Boat/Cruise/Other	<u>4</u>	<u>3</u>
	101%	101%

- The use of motels has declined from 30% to 24%.
- Staying in the homes of friends and relatives has increased from 22% to 26%.
- There was a minor decrease in the use of campgrounds from 27% to 24%.

10. EXPENDITURES (per party per night)

<u>CATEGORIES</u>	<u>1979</u>		<u>1987</u>	
Accommodation	\$14	22%	\$36	27%
Automobile Transport.	8	13	15	12
Other Transportation	3	5	7	5
Packages		N/A	12	10
Restaurants	16	25	26	20
Groceries/Beverages	5	8	8	6
Recreation/Entertain.	4	7	5	4
Shopping/Souvenirs	7	12	18	14
Other	5	8	5	4
	100%		102%	
Total Expenditure (per party per day/night)	\$ 62		\$131	
Average party size	2.7		2.6	
Total Expenditure (per person per day/night)	\$ 23		\$ 50	

- Relative expenditures on accommodation and shopping increased from 22% to 27% and 12% to 14% respectively.
- There were decreases in relative expenditures on restaurants, groceries, recreation and entertainment.
- Inflated daily expenditures, based on the Vancouver Consumer Price Index increases would have resulted in a per person per day expenditure of \$39, an increase of approximately 68%. The current dollar increase reflects a 110% change from \$23 to \$50.

11. 1979 VISITOR ORIGIN BY REGION (Percent of Parties)

	Region									
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGH SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	TOTAL
Alberta	19%	18%	53%	51%	55%	42%	25%	36%	46%	33%
Saskatchewan	4	4	8	9	7	6	5	7	7	5
Manitoba	3	3	4	4	3	3	2	3	1	2
Ontario	8	8	5	6	5	7	5	7	5	6
Quebec	2	2	1	1	1	2	1	2		1
Other Canada	1	1	1	1	1	1	1	2	2	1
Washington	19	18	13	10	7	11	24	7	4.	18
Oregon	6	7	2	1	2	3	8	3	2	5
California	15	20	4	4	4	8	9	9	5	11
Western States	5	6	3	7	8	4	5	6	7	6
Other U.S.	8	8	3	3	6	7	8	11	18	7
Europe	6	5	4	3	2	5	7	7	2	4
Asia	2	1								1
Australia/New/Zealand	2	1							1	1
Other World	1	1								

12. 1987 VISITOR ORIGIN BY REGION (Percent of Parties)

	Region									TOTAL
	SOUTH- WEST BC	VANCOVR ISLAND	OKANAGN SIMILKN	KOOTNAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO CHILCOT	NORTH N-WEST	PEACE R. ALASKA	
Alberta	11%	9%	34%	35%	37%	26%	7%	10%	12%	19%
Saskatchewan	4	1	4	9	5	4	3	2	1	3
Manitoba	2	2	3	6	3	2	2	3	1	2
Ontario	11	6	6	4	3	6	2	3	1	7
Quebec	3	2	4	1	1	2		1		2
Other Canada	2		1	1	2				4	1
Washington	11	13	12	8	11	12	21	7	9	14
Oregon	5	7	6	13	4	6	12	8	6	6
California	14	20	8	4	7	8	14	14	14	13
Other Western U.S.	9	13	7	9	14	9	14	21	31	12
Other U.S.	14	16	4	4	7	9	10	16	14	12
Europe	11	7	11	5	5	13	16	15	8	7
Asia	1			1			1	1		1
Australia/New Zealand	3	3	2		2	3	1	1		2
Other World	1	1	1		1					1

13. B.C. TRAVEL SURVEY COMPARISONS OF SELECTED ISSUES

	<u>1963</u>	<u>1974</u>	<u>1979</u>	<u>1987</u>
PARTY SIZE	3.4	3.0	2.7	2.6
PARTIES WITH CHILDREN	46%	35%	23%	18%
ORIGIN				
Alberta	28%	30%	33%	19%
Other Canadian	11	9	14	15
Washington	25	27	18	14
California	15	13	11	13
Other U.S.A.	20	20	18	29
Offshore	1	1	6	10
LENGTH OF STAY IN B.C. (nights)	6.2	6.2	6.1	5.7
LENGTH OF TRIP (days)	13	13	14	16
DAILY \$/PERSON	18	27	23	50
ALLOCATION				
Accommodation	21%	25%	21%	27%
Transportation	25	20	18	17
Meals & Groceries	30	36	33	26
Recreation & Entertain.	7	8	7	4
Shopping and Other	17	11	20	28
ACCOMMODATION				
Hotels	7%	9%	16%	16%
Motels	45	32	30	24
Campgrounds	28	35	28	24
Friends/Relatives	18	18	22	26
Other	2	6	4	11

A P P E N D I X

1. TOURIST PARTIES AND PARTY-NIGHTS (BASE COUNTS)

The following tables show the estimated number of parties and party-nights for each of the categories in the table headings in Section F (Tabular Results of Diary Questionnaires.) The numbers of visitor parties were estimated using traffic counts from many different sources, principally Canada Customs, the B.C. Ministry of Highways, Vancouver International Airport and traffic tallies conducted by Marktrend employees at each survey location.

There is an example on page 5 of how to use these tables to calculate numbers of parties or party-nights from percentages given in the Diary tables.

<u>TABLE HEADING CATEGORY</u>	<u># PARTIES</u>	<u># PARTY-NIGHTS</u>
1. <u>Regions</u>		
Southwest B.C.	782,000	3,057,000
Vancouver Island	484,000	1,690,000
Okanagan-Similkameen	227,000	717,000
Kootenay Country	65,000	159,000
British Columbia Rockies	290,000	795,000
High Country	283,000	622,000
Cariboo Chilcotin-Coast	55,000	159,000
North by Northwest	89,000	302,000
Peace River Alaska Highway	48,000	156,000
TOTAL	1,355,000	7,657,000

	<u>TABLE HEADING CATEGORY</u>	<u># PARTIES</u>	<u># PARTY-NIGHTS</u>
2.	<u>Origins</u>		
	Alberta	257,000	1,472,000
	Ontario	98,000	738,000
	Other Canada	108,000	789,000
	Washington	184,000	623,000
	Oregon	81,000	337,000
	California	169,000	897,000
	Other Western U.S.	156,000	730,000
	Other U.S.A.	165,000	722,000
	International	137,000	1,349,000
	TOTAL	1,355,000	7,657,000
3.	<u>Seasons</u>		
	High (July, August)	951,000	5,531,000
	Low (September, October)	404,000	2,126,000
	TOTAL	1,355,000	7,657,000
4.	<u>Single Main Trip Purpose</u>		
	Visiting Friends and Relatives	323,000	2,127,000
	Business, Convention and Conference	149,000	756,000
	Touring Trip, City Trip	560,000	2,909,000
	Outdoor and Resort Vacation	228,000	1,485,000
	Cruise	52,000	190,000
	Other (Theme Park, Exhibition, Event)	43,000	190,000
	TOTAL	1,355,000	7,657,000

	<u>TABLE HEADING CATEGORY</u>	<u># PARTIES</u>	<u># PARTY-NIGHTS</u>
5.	<u>Mode of Travel to B.C.</u>		
	Automobile	662,000	3,319,000
	Recreation Vehicle	187,000	1,231,000
	Air	410,000	2,763,000
	Other	96,000	344,000
	TOTAL	1,355,000	7,657,000

2. VISITORS ' 87 - WEIGHTING FACTORS

Weights Produce Results Counts of Visitor Parties
Staying One or More Nights

<u>Location</u>	<u>Visitor Parties</u>	<u>Sample Size</u>		<u>Weights</u> (1+)	
		<u>Diaries</u>	<u>Screen</u>	<u>Diaries</u>	<u>Screen</u>
Douglas	213,000	916	2,868	2.2	.75
Huntington	41,700	268	930	1.5	.45
Aldergrove	23,100	157	461	1.4	.50
Osoyoos	68,100	141	593	4.6	1.15
Kingsgate	50,600	73	276	6.6	1.83
Roosville	39,800	49	138	7.8	2.88
Golden	134,400	125	507	10.3	2.65
Fernie	65,400	51	165	12.2	3.96
Radium	66,700	85	296	7.5	2.25
Jasper	80,100	70	291	10.9	2.75
Dawson Ck.	19,000	61	218	3.0	.87
Prince Rupert	8,000	4	6	19.1	13.30
Van. Airport	205,000	318	1,189	6.2	1.72
Domestic					
Van. Airport	119,000	300	1,131	3.8	1.05
Int'l					
Kelowna	9,700	17	36	5.5	2.69
Victoria	19,000	32	92	5.7	2.07
Airport					
Victoria	100,800	124	510	7.8	1.98
Ferries					
Sidney Ferry	29,000	168	559	1.7	.52
Cruise	36,000	77	413	5.0	.87
Tours	26,800	41	124	6.2	2.16
Unmatched					
Diaries*	-	148	-	4.0	1.25
TOTAL	1,335,200	3,225	10,803	4.0	1.25

* Unmatched diaries refer to diaries incorporated in the survey despite incomplete screeners, in order to include in the sample as many returned diaries as possible.

DETAILS OF YOUR TRIP

- How many nights, if any, were you away from home before entering B.C.?
- Your first day in B.C. was: _____ night _____ day/ _____ M
- And how many nights in total do you expect to be away from home on this trip?
- Is B.C. your major destination on this trip? Yes ☐ No ☐

Now, please go back and place a circle (O) around the box which best describes the ONE MAJOR purpose of this trip.

- Please check those of the following which best describe the MAIN purpose(s) of this trip.
 - Business ☐
 - Conference/Convention ☐
 - PLEASURE/PERSONAL ☐
 - Visit Friends/Relatives ☐
 - Touring Trip ☐
 - City Trip ☐
 - Personal Matters ☐
 - Outdoors Trip ☐
 - Wilderness/Adventure Trip ☐
 - Resort Vacation ☐
 - Cruise ☐
 - Visit Theme Park ☐
 - Exhibition/Special Event ☐

- If no, what province/ state/ or country is your major destination? _____
- Please check your MAIN METHOD(S) of transport to get to B.C. and also the methods of transport you used while you were in B.C.

Own Automobile		TO B.C.		WITHIN	
Rented Automobile					
Own Motorhome					
Camper					
Bus					
Air					
Train					
Cruise Ship					
Ferry					
Other					

OTHER HOLIDAYS THAT YOU HAVE TAKEN.

- Please indicate below the NUMBER of business and pleasure trips, of one night or more, that you have taken in the past 12 months of less than or more than 1,000 miles from home.

LESS THAN 1,000 MILES		1,000 MILES OR MORE	
Business		trips	
Pleasure/Personal		trips	

- Did you travel to B.C. as part of a package tour? Yes ☐ No ☐

- Is this your first visit to British Columbia? Yes ☐ No ☐

- If no: In total, how many trips of one night or more have you taken to B.C. in the past 3 years? _____ trips.
 - And did you visit Expo '86 in Vancouver last summer? Yes ☐ No ☐

ABOUT YOU AND YOUR TRAVELLING COMPANION(S).

- The total number of people (including yourself) in your travelling party is: _____ people.

- Please indicate the total number of males/ females (including yourself) in your travelling party in each of the following age categories:

AGES	MALES	FEMALES
Under 15		
15 - 18		
19 - 24		
25 - 34		
35 - 44		
45 - 54		
55 - 64		
65+		

- You are: Male ☐ Female ☐

- Your age:

15 - 18	☐	45 - 54	☐
19 - 24	☐	55 - 64	☐
25 - 34	☐	65+	☐
35 - 44	☐		

- You live in:

CITY/TOWN	
PROVINCE/STATE	
COUNTRY	
POSTAL ZIP CODE	

- Your TOTAL HOUSEHOLD income in Canadian Funds is:

Under \$20,000	☐	\$40,000 to \$59,999	☐
\$20,000 to \$39,999	☐	\$60,000+	☐

- Is a portion of this trip being paid for through business? Yes ☐ No ☐

And finally please write any further comments you might have about your trip to British Columbia?

Visitors '87

Dear Visitor,
Welcome to British Columbia. Thank you for agreeing to be part of our travel study. We hope you enjoy your stay with us.

This questionnaire is like a daily diary. Please jot down where you stayed and what you did and purchased each day. This daily record will be very helpful to Tourism, British Columbia in making British Columbia a better place to visit.

You'll also see there are a few basic questions about you on the back panel. If you're travelling with others please be sure and answer those questions as well as the diary section on behalf of your whole travelling party.

In appreciation of your cooperation we are including a small memento of your visit to British Columbia.

Thank you very much for your help.

Brian Reid

Hon. Bill Reid
Minister of Tourism, Recreation and Culture

P.S. Please don't forget to post this diary on your last day in B.C.
Thanks again!

Visitors '87
Suite 303 - 2930 Arbutus Street
Vancouver, B.C.
Canada
V6J 3Y9

Please mail this back to us in the business reply envelope provided. Thank you again for your help!
If you have misplaced the return envelope we would very much appreciate your returning the diary to us.
Our mailing address is:

INTERVIEWER: _____ LOCATION: _____ DATE: _____ PAGE: ____ OF ____

START: _____ FINISH: _____ COMMENTS: _____

#	ORIGIN	PTY-SIZE	MAIN DESTINATION		N	P	M	R	DIARY NO.	AIRLINE FLIGHT NO.
	PROV/ STATE/ COUNT- RY	T O T A L	0 15 TO 14	45 TO 44 +	(IF BC IS DEST) CITY/TOWN/AREA	PROV/ STATE/ REGION COUNT- RY	I G H T B C	U R P O S E	M O D E T R A L	
1									6	
2									6	
3									6	
4									6	
5									6	
6									6	
7									6	
8									6	
9									6	
10									6	
11									6	
12									6	
13									6	
14									6	
15									6	
16									6	
17									6	
18									6	
19									6	
20									6	

PURP.	MODE-TRA	REFUSED TO STOP	REFUSED/LANGUAGE	IN TRANSIT
1=BUS.	1=CAR/SW			
2=FR/REL.	2=VAN/PU			
3=REC.	3=TR/CAM			
	4=RV			
	5=BUS			
	6=PLANE			
	7=OTHER			

INTERVIEWER: _____ LOCATION: _____ DATE: _____ PAGE: ____ OF ____

START: _____ FINISH: _____ COMMENTS: _____

#	ORIGIN				PTY-SIZE		MAIN DESTINATION	PROV/ STATE/ REGION COUNT- RY	N I G H T B C	P U R P O S E	M O D E T R A	R E F U S E	DIARY NO. OR DATE HOME (3:1)	(IF 4TH CONTACT)		
	PROV/ STATE/ COUNT- RY	T O T A L	0 15 TO 14	15 45 TO 44	45 +	AREA CODE								PHONE NUMBER	NAME TO CONTACT	
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13																
14																
15																
16																
17																
18																
19																
20																

PURP. MODE-TRA

1-BUS. 1-CAR/SW
2-FR/REL. 2-VAN/PU
3-REC. 3-TR/CAM
4-RV
5-BUS
6-PLANE
7-OTHER
8-CRUISE

REFUSED TO STOP

REFUSED/LANGUAGE

TIME INTERVIEW
STARTED _____ PM

JOB NO: 87-065
QUESTIONNAIRE NO:

(_____) _____

VISITORS '87 IN-DEPTH INTERVIEW

May I speak to _____. Hello/Good Morning. My name is _____ from _____ in Vancouver. During your visit to British Columbia you agreed to participate in our survey of visitors to our province. Can you please take 8 to 10 minutes now to answer some questions?

IF NO: Ask for a convenient time to call and record in call-back section.

We talked to you on (DATE FROM SCREENER) at (PLACE FROM SCREENER). Please think of that trip as we go through the following questions.

1. How many nights in total did you spend in British Columbia on that trip?

_____ nights

If 0 NIGHTS - TERMINATE

2. Was this your first trip to British Columbia?

Yes..... 1

No..... 2

- 3a. Was the main purpose of your trip for business, pleasure, or for personal reasons?

Business..... 1

Pleasure..... 2

Personal Reasons..... 3

GO TO Q.3c

GO TO Q.4

- 3b. Did you attend a conference or convention?

No, Business Only..... 1

Yes, Attended Conference
or Convention..... 2

GO TO
Q.4

3c. And which one of the following would you say best describes your trip?

READ COMPLETE LIST

PROBE FOR ONE RESPONSE ONLY

To Visit Friends
and/or Relatives.....01
A Touring Trip.....02
A City Trip.....03
An Outdoors Trip.....04
A Wilderness Adventure
Trip.....05
A Resort Vacation.....06
A Cruise.....07
To Visit a Theme Park..08
To Visit an Exhibition
or Special Event.....09

DO NOT
READ

Other (specify).....10

4. During your stay in B.C. did you spend any nights:

	<u>Yes</u>	<u>No</u>
- in Greater Vancouver	1	2
- on Vancouver Island (which includes Victoria)	1	2
- And did you spend any nights in any other areas of B.C.?	1	2 GO TO Q.8a

5. In what one or two areas of B.C. other than Greater Vancouver or Vancouver Island did you spend the most nights in? REFER TO REGION SHEET IF NECESSARY

(a) _____

(b) _____

6a. What were the best aspects of your stay in (location from Q.5a)? PROBE

6b. And what were the worst aspects of your stay in (location from Q.5a)? PROBE

IF ONLY ONE AREA GIVEN IN Q.5 GO TO Q.9, OTHERWISE CONTINUE

7a. What were the best aspects of your stay in (location from Q.5b)? PROBE

7b. And what were the worst aspects of your stay in (location from Q.5b)? PROBE

GO TO Q.9

8. IF ONLY VISITED VANCOUVER OR VANCOUVER ISLAND ASK Q.8 a & b FOR THAT AREA.

IF BOTH VISITED, ROTATE Greater Vancouver... 1
Vancouver Island.... 2

- a. What was the best aspect of your stay in Greater Vancouver/
on Vancouver Island? PROBE

_____ -- --

- b. And what was the worst aspect of your stay in Greater
Vancouver / on Vancouver Island? PROBE

_____ -- --

9. Thinking ahead to the next two years, what countries, states or provinces other than your own are you likely to visit for a vacation of 3 nights or more?

	<u>1st</u> <u>Mention</u>	<u>2nd</u> <u>Mention</u>	<u>3rd</u> <u>Mention</u>
United Kingdom.....	01	01	01
Europe.....	02	02	02
Japan.....	03	03	03
S.E. Asia.....	04	04	04
B.C.....	05	05	05
Alberta.....	06	06	06
Ontario.....	07	07	07
Rest of Canada.....	08	08	08
Alaska.....	09	09	09
Hawaii.....	10	10	10
Washington.....	11	11	11
Oregon.....	12	12	12
California.....	13	13	13
Rest of U.S.....	14	14	14
Australia/New Zealand....	15	15	15
Other Sun Spots.....	16	16	16
Other (specify).....	17	17	17

Don't Know/Not Sure/
No Others..... X X X
Don't Plan to Take a
Vacation..... X

IF B.C. GIVEN IN Q.9 ASK Q.10, OTHERWISE GO TO Q.11

10. During which of the following periods would you be likely to visit B.C. for a vacation?

READ LIST		<u>Yes</u>	<u>No</u>	<u>DK</u>
	In the Spring from March to June	1	2	3
	In the Summer from July to August	1	2	3
	In the Fall from September to October	1	2	3
	In the Winter from November to February	1	2	3

11. What words come to mind when you think of B.C. as a vacation destination? **PROBE**

12. Please tell me, using a scale of 1 to 4, where ONE means NOT AT ALL USEFUL up to FOUR which means VERY USEFUL, how useful each of the following is to you as a source of information on possible vacation destinations. The first is:

	<u>Not At All Useful</u>			<u>Very Useful</u>	<u>Don't Know</u>
a) brochures that you receive by mail	1	2	3	4	5
b) radio or t.v. advertisements	1	2	3	4	5
c) newspaper or magazine advertisements	1	2	3	4	5
d) travel agents recommendations	1	2	3	4	5
e) information from friends or relatives	1	2	3	4	5

13. I am now going to read a list of vacation activities that are or could be available in B.C. Please tell me, again using a scale of 1 to 4, this time where ONE means NOT AT ALL INTERESTED up to FOUR which means VERY INTERESTED, how interested you would be in participating in each activity on a visit to B.C.

		Not At All <u>Interested</u>		Very <u>Interested</u>	Don't <u>Know</u>	
a)	Taking a fishing charter.	1	2	3	4	5
b)	Attending live theatre or concert.	1	2	3	4	5
c)	Taking a guided hiking tour.	1	2	3	4	5
d)	Visiting a major amusement park.	1	2	3	4	5
e)	Whale watching.	1	2	3	4	5
f)	Visiting the Queen Charlotte Islands.	1	2	3	4	5
g)	Visiting a gambling resort.	1	2	3	4	5
h)	Staying at a guest ranch.	1	2	3	4	5
i)	Whitewater rafting.	1	2	3	4	5
j)	Taking a winery tour.	1	2	3	4	5
k)	Visiting heritage attractions.	1	2	3	4	5
l)	Taking a city tour.	1	2	3	4	5

DEMOGRAPHICS

And now I just have a few questions about you.

14. Into which of the following age categories do you fit?

READ	15 - 18.....	1
	19 - 24.....	2
	25 - 34.....	3
	35 - 44.....	4
	45 - 54.....	5
	55 - 64.....	6
	65+.....	7
DO NOT READ	Refused.....	8

15. For classification purposes only, what is your postal code (if Canada) / zip code (if U.S.A.)?

POSTAL _____

ZIP _____

16. And finally, thinking of (Canadian / American) dollars please tell me into which category your total household income falls?

	<u>IF CANADIAN</u>	<u>IF AMERICAN</u>
READ	Under \$20,000..... 1	Under \$15,000..... 1
	\$20,000 - \$39,999... 2	\$15,000 - \$29,999... 2
	\$40,000 - \$59,999... 3	\$30,000 - \$44,999... 3
	\$60,000+..... 4	\$45,000+..... 4
DO NOT	Don't Know..... 5	Don't Know..... 5
READ	Refused..... 6	Refused..... 6

17. INTERVIEWER: Indicate sex of respondent.

Male..... 1
Female..... 2

THANK RESPONDENT AND CLOSE INTERVIEW

TIME INTERVIEW ENDED _____ PM

TIME INTERVIEW
STARTED _____ AM/PM

JOB NO: 87-065
Airport

Good morning/afternoon, my name is _____ from Tourism British Columbia. Today we're conducting a study with visitors to our province from outside North America.

A. Are you a resident of a country outside North America?

Yes.....Y

No.....N CLOSE INTERVIEW

B. And are you catching a flight today to leave the province of British Columbia?

Yes.....Y

No.....N CLOSE INTERVIEW

C. In what country do you live?

TERMINATE IF
U.S.A. OR CANADA

D. How many people, including yourself, are there in your travelling party?

Total _____

0 - 14 _____

15 - 44 _____

45 + _____

RECORD AGE GROUPS BY OBSERVATION, OR IF UNSURE ASK THE FOLLOWING QUESTIONS AS NECESSARY:

How many of those are under 15 years of age?

How many are between 15 and 44 years of age?

How many are 45 years of age or older?

E. Was B.C. your main destination for this trip?

Yes.....Y

No.....N

F. IF YES ASK: What city, town or area within B.C. was your main destination?

G. IF NO ASK: What province, state or country was or is your main destination for this trip?

H. Did you arrive in British Columbia by airplane as well, or did you arrive by some other method?

Airplane.....6 GO TO Q.1
Other Method.....X

I. What specific method of travel were you using when you first travelled into B.C.?

Car/Station Wagon.....1
Van/Pick-up.....2
Trailer/Camper.....3
Recreation Vehicle.....4
Bus.....5
Other.....7